

TWENTY CENTS

NOVEMBER 15, 1954

TIME

THE WEEKLY MAGAZINE

PHOTO-FINISH ELECTION
New Faces for '55



PENNSYLVANIA'S GOVERNOR-ELECT LEADER

Associated Press

6.00 A YEAR

ISSUE NO. 2011, 1954

VOL. LXIV NO. 20

Trouper Jimmy Durante and versatile dancer-comedian Donald O'Connor both had some natural talent to start with. But only hard work brought them to stardom. Concentrated effort and research made Advanced Custom-Made Havoline a far greater motor oil than nature alone could create. With its exclusive Balanced-Additive formula, Havoline actually *wear-proofs your engine for the life of your car.*

Stars are Made, not Born

... and the
Best motor oil
is Made, not Born

Keeping wear out of today's high-speed engines proved too big a job for the best oil nature could produce.

A better motor oil had to be built, and Texaco engineers built it—they took nature's finest crude oil, developed the best motor oil superior refining could produce, then *made it better* by means of a Balanced-Additive formula.

Advanced Custom-Made Havoline is a motor oil so much tougher, so advanced in anti-wear qualities that it actually *wear-proofs your engine for the life of your car.*

You get and keep new-engine liveliness, more power, more gasoline mileage because your motor stays cleaner. It helps prevent the formation of carbon, varnish, sludge and corrosion. Get Advanced Custom-Made Havoline from your Texaco Dealer, *the best friend your car has ever had.*

Wear-proofs
your engine
for the life
of your car



TUNE IN... TEXACO STAR THEATER

starring Donald O'Connor
or Jimmy Durante
on television... Saturday nights, NBC.

THE TEXAS COMPANY

TEXACO DEALERS

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Texaco Products are also distributed
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If he's extra-special . . .

If he's extra-special, give him gifts with an *extra* touch of luxury . . . gifts made with "Dacron"! For "Dacron" adds the luxury of lasting neatness and easy care to so many favorite gifts for men.

The luxurious shirt of "Dacron" shown above, for instance, keeps its 7 AM freshness practically the whole day through. And as with all shirts made with "Dacron" (including that good-looking sport shirt below it), this shirt rarely needs to be ironed!

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All make very special gifts indeed, for men who rate "extra-special"!

*"Dacron" is DuPont's trade-mark for its polyester fiber.
DuPont makes fibers—not fabrics or garments.



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MODERN-LIVING FIBERS

DU PONT
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Professor Ralph Cassady, Jr., University of California, writes:

What Economic Competition Means To Us

IT IS A generally accepted fact that the productivity of a nation, and hence the amount of goods and services available for consumers, depends basically on: (a) the availability of natural resources, (b) the level of technology in the country, (c) the education and skill of the labor force, and (d) the organization of society with all of its attending implications. Thus, the type of organization on which a nation's economy is based—Communism, Fascism, Capitalism—is one of the major determinants of its economic well-being.

The type of organization of society found in the United States is commonly known as Capitalism. This system is based not primarily on authoritarian controls but on the right of free entry into markets and the existence of rivalry among sellers in the offering of goods and services to prospective users. This rivalry—competition—has many beneficial aspects for the community and for the nation.

In a competitive society consumers have alternative sources from which goods and services may be acquired. Consequently, sellers have to outdo one another in order to attract and hold customers. In short, the competitive system provides an incentive for maximum effort on the

part of sellers to satisfy consumer needs. The result is that vendors strive to offer constantly improved products and services at lowest possible prices. In turn, the supplier group strives to get more and better products from raw materials, and to develop more efficient ways of producing and distributing products.

In athletic contests, striving to outdo rivals strengthens those engaged in competition. In business, rivalry helps to create a vigorous and imaginative vendor group capable of Gargantuan tasks when called

upon for maximum effort. One has only to examine the brilliant record of the petroleum industry in providing required amounts and qualities of critical materials during World War II in order to realize the importance of competition in preparing rivals for the supreme effort which they may be called upon to exert.

The industry's peacetime record of continuous product-improvement and increasing efficiency in extraction and refining gives further evidence of the benefits derived from a competitive system.



Dr. Ralph Cassady, Jr., professor, and Director of the Bureau of Business and Economic Research at the University of California, Los Angeles campus, is the author of numerous studies on competitive behavior, including two books on the petroleum industry, the most recent of which is "Price Making and Price Behavior in the Petroleum Industry." Formerly editor of the *Journal of Marketing*, he received the 1951 American Marketing Association national award for "a significant contribution" to distribution theory and practice.



*This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.
This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.*

YOU ARE INVITED TO ACCEPT A

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Now, and for a period of six months, you may TRY OUT this successful cooperative plan by which you obtain a unique collection of the world's classics, especially illustrated by the world's greatest artists, planned by the world's greatest book designers and well printed on fine papers—for the same price as ordinary novels!

BEFORE YOU BEGIN to read this advertisement, just take a look at some of the books you have purchased during the past year. Now that you have read them, how many of them will you read again? How many of them could vanish from your home without being missed by you? How much more satisfaction will there be for you—if you can this year come into possession of books that you will want to read, and to read over and over again: of books you will be proud to own!

At this moment you are given the opportunity to do so, and it is an unusual opportunity too. For you are invited to accept a Trial Membership in The Heritage Club, which will cover a period of six months only. The directors of The Heritage Club have decided at this time to take in just one thousand new members; and on a trial basis.

THE MEMBERS of The Heritage Club regularly come into possession of those "classics which are our heritage from the past, in editions which will be the heritage of the future." They come into possession of books beautifully illustrated and beautifully designed, printed on papers chemically tested to assure a life of at least two centuries, bound and boxed.

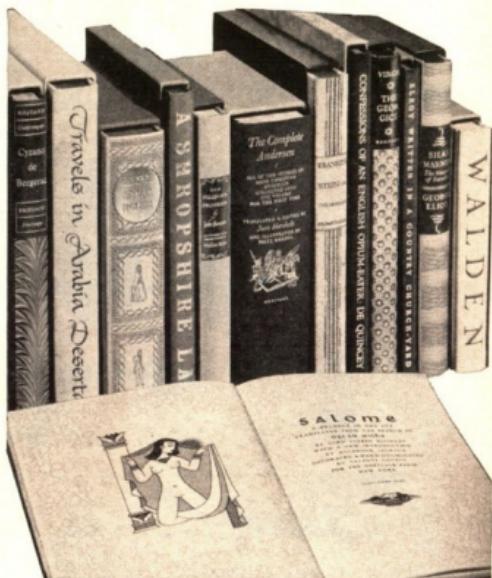
And the members obtain these books for the same price that they are called upon to pay for ordinary rental library books!

If you try this system, you will in the coming six months receive just six books, at a cost of only \$3.95 each—or only \$3.55 each if you pay for the books in advance!

DURING your Trial Membership, you will receive *The Complete Andersen*: the only complete edition of Hans Christian Andersen's stories existing in the world, in any language, translated by Jean Hersholt and illustrated in colors by Fritz Kredel; and *Sister Carrie* by Theodore Dreiser, illustrated by the great American painter Reginald Marsh; and Dougherty's *Travels in Arabia Deserta* with on-the-spot illustrations by Eddy Legrand; and *The Mystery of Edwin Drood* by Charles Dickens, edited by Vincent Starrett and with illustrations by Everett Shinn; and Goethe's *The Story of Reynard the Fox*; and *Swann's Way* . . .

Or, if for any reason you do not want to have one of these titles, you are permitted to make substitutions from a list of several dozen Heritage books-in-print! This Trial Membership is offered to you now because the directors of The Heritage Club confidently believe that you will find these books rich treasures for your home. Six of them, in the opinion of the directors, will make you want to remain in the Club.

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Please send me a copy of the Prospectus in which are described The Heritage Club's cooperative system of distribution and the books to be distributed to the Trial Members during the coming six months. I understand that you will in the meantime reserve a Trial Membership for me, awaiting my application.

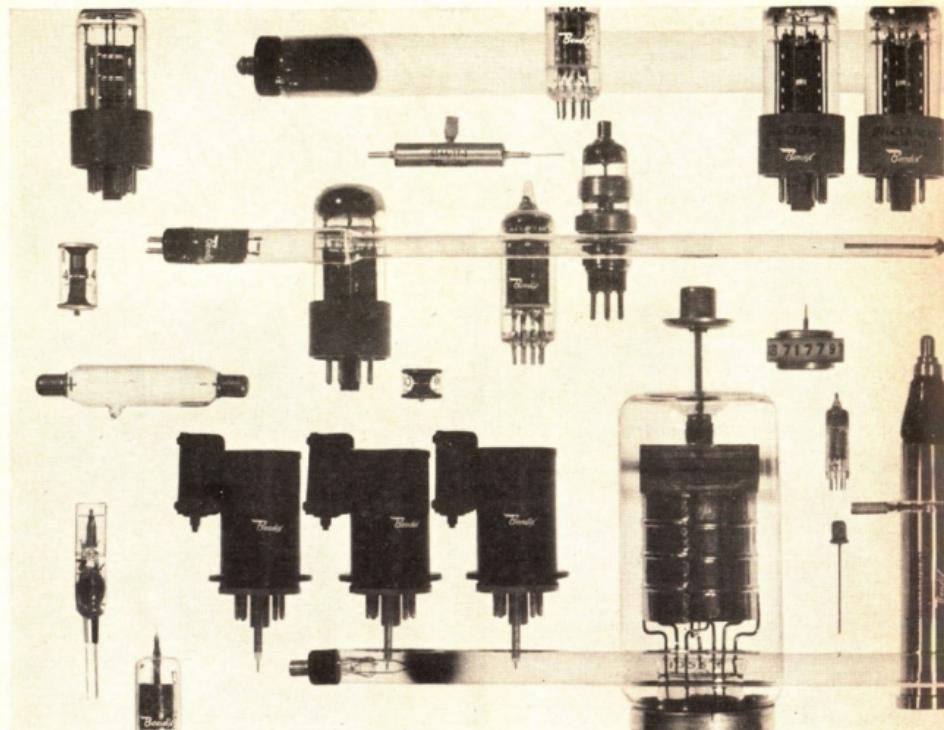
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TL 190



Bendix...a fine source for special purpose

THIS is another business Bendix got into because we couldn't buy what we needed. Our own stiff requirements from electronic tubes for aviation, radar and guided missile use couldn't be met by ordinary tubes designed for home radio, public address systems, etc. As an example, we needed a certain tube for a guided missile that could momentarily withstand the shock of striking the target and penetrating it before firing the charge. It was no job for any ordinary tube.

What We Did About It

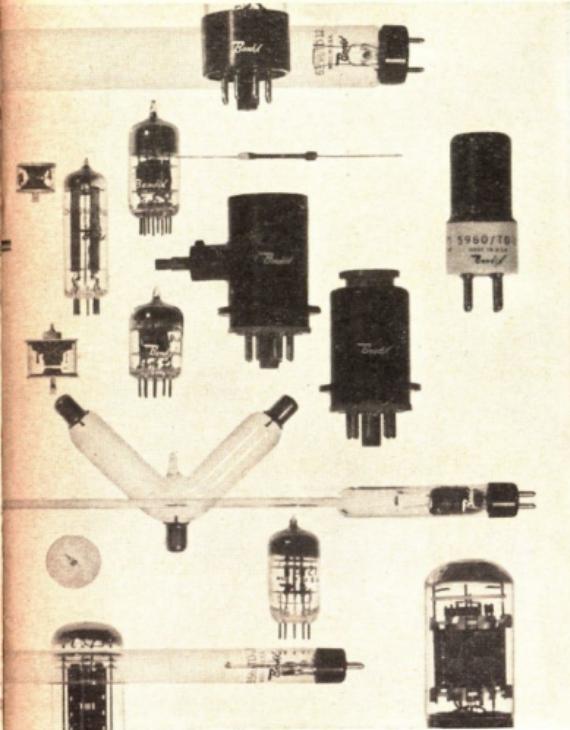
We developed a "ruggedizing" process which gives a bulldog physique to a normally fragile instrument. Today Bendix' ruggedized and special-purpose tubes are favored in all kinds of industrial and military applications because they outperform ordinary tubes and last many times longer.

How Ruggedizing Saves You Money

Satisfied customers have furnished us with many case histories proving the value of Bendix special-purpose ruggedized electronic tubes. A major aircraft manufacturer recently test-compared a certain type of Bendix tube with a radio-type tube it has been using. It not only saved money from the Bendix tube lasting 18 times longer but from the time saved not having to make 18 replacements.

Receiving...Microwave...Gas

Right now we make about 150 different types of special-purpose tubes which fall into three main categories: (1) Receiving and other special vacuum tubes, (2) Microwave tubes such as klystrons and noise sources, and (3) Gas tubes such as thyratrons, voltage regulators and spark gaps.



ruggedized electron tubes!

For Specific Information

Please contact our Red Bank Division at Eatontown, New Jersey.

Complete Story of Bendix

It's best told in the 40-page brochure "Bendix and Your Business" which is yours for the asking. Kindly make your request on a company letterhead to the address below.

Engineers: "Bendix and Your Future" is another booklet available to men interested in an organization where engineering opportunity is unlimited.

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electron tubes; dynamotors, inverters;
AC-DC generators.

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radar; auto, railroad, mobile
and aviation radio; television.

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automotive brakes, carburetors, power steering;
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aviation instruments and components; foundry.

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power steering and automotive devices.

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ultrasonic cleaners.

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BENDIX-ECLIPSE OF CANADA, LTD.
Windsor, Ont.

BENDIX INTERNATIONAL
New York City

*REG. U. S. PAT. OFF.



If only I hadn't tried to pass that truck!

*It was a good break for me
that Hartford has agents almost everywhere!*

(Based on Company File #157KAL3474)

With a friend of mine I was off for a week-end in Canada. We crossed the border and headed north.

The countryside was blanketed with snow. Wind whipped clouds of the powdery stuff into the air. But I didn't like poking along behind that big truck.

I swung left and passed. Then — out of the swirling snow — came this other car. We hit head-on!

My friend Jim was thrown into the windshield. He was the only one hurt. Both cars were badly damaged. The man I'd hit was furious. To protect his claim for damages, he procured a court order for seizure of my car!

So there I was, stranded in a Canadian village. My friend in the hospital. The car tied up in legal red tape. Who could I turn to for help?

Fortunately, my car is covered by

Hartford insurance. I called the company's local representative, and he came to my assistance.

As soon as the authorities learned my insurance was with the Hartford, they said there was nothing to worry about. The Hartford man quickly got the impounded car released. He arranged for handling of the damage claim. He went to the hospital to make sure that Jim got the best of medical attention. He even helped us get bus reservations back home!

Believe me, I will always carry my insurance with the Hartford. The service rendered in this one accident proved to me that it pays to be insured in a company with widespread facilities. When you're in trouble, you get fast, "hometown service" from Hartford agents — no matter where you are.

Year in and year out you'll do well with the

Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company

Hartford 15, Connecticut



LETTERS

The New Evangelist

Sir:

As a three-times-a-week churchgoer (Presbyterian) and a religious magazine editor, I'm so well inundated with religious topics that it takes a really outstanding report like yours on Baptist Billy Graham [TIME, Oct. 25] to bring forth a comment. It was splendid.

LLOYD HAMILL

Los Angeles

Sir:

The blurb about Evangelist Graham is another glaring example of the freedom of the press. A cover picture and five pages of nonsensical gush on an egotistical faker . . . TIME is becoming a pain in the neck.

STEPHEN FAIRCHILD

Fort Atkinson, Wis.

Sir:

Why doesn't someone get Billy Graham and Liberace teamed up together? . . .

HENRY WINDHAM

Boise, Idaho

Sir:

Having personally embraced what Billy Graham preaches, I thank you for your reverent treatment of such a great man of God . . .

ARAM PHILIBOSIAN

Denver

Sir:

The religious trumpeting of Hollywoodish Billy Graham is a horrible contrast to the simple teachings of the Man of Galilee. Does anyone really know what Graham is saving us from or for?

BILL STALNAKER

Houston

Sir:

I am not a religious person, and I'm afraid it has been a long time since I darkened the door of a church, but thank you, TIME, for recognizing that just because Billy Graham is a salesman, it doesn't mean he is insincere. And thank you too, for recognizing that beneath our outward veneer most of us are longing for something.

WESLEY MILLER

Jersey City

Sir:

. . . Whatever the smug intellectuals think about Billy Graham it is clearly a fact that he indeed is inspired by and sustained by God . . .

R. SWAIN

Los Angeles

Sir:

Thanks for that wonderful story . . . Billy Graham's converts are practical evidence that Christ is the hope of the world. We may not agree with [Graham] or recommend his methods, but as Christians, or non-Christians, we must admire the results . . .

JUNE BOS

Grand Rapids, Mich.

Sir:

. . . The stereotype for evangelists cannot be ascribed to this man. His sincerity and consecration are beyond reproach . . .

PHIL ESTY

Athens, Ga.

Sir:

. . . I feel that Jesus would approve more wholeheartedly the selfless service to human-



The only watch ever to receive the distinguished
Olympic Cross as the official timepiece of the
Olympic Games over the past twenty-two years.

OMEGA

THE WATCH THE WORLD HAS LEARNED TO TRUST

TIME, NOVEMBER 15, 1954

Ω *Seamaster®*

SEALS OUT WATER...SEALS IN ACCURACY

Some day others may approach it. But today this singular achievement of Swiss watchmaking goes unchallenged. Here is without a doubt the world's finest automatic, water-resistant timepiece.

What assures Seamaster supremacy is its impregnable shield of protective armor. Three exclusive Omega features—the Pressurized Crystal, the Hydro-Seal Back, and the Hermetic Crown—tenaciously resist every element of the atmosphere.

With dust and water sealed out, the Omega movement within is free to go its precise, even way. And the high precision of Omega knows no equal. It has consistently outperformed the field in official observatory timing contests.

No wonder so many active men dream of owning an Omega Seamaster... and so many proud men own one.

SEAMASTER CALENDAR: A private secretary on your wrist... tells the date and time automatically. Self winding, water-resistant, sweep-second hand, 18K gold applied figure dial. All stainless steel, \$140; 14K gold top, stainless steel back, \$170; all 14K gold (illus.), \$300. Seamaster models without date indicator \$82.50 to \$400.

*Other fine Omega watches for men and women
from \$71.50. Federal tax included.*

"THE TROUBLE WITH MEN IS MEN" QUIPS ILKA CHASE



ILKA CHASE, DISTINGUISHED ACTRESS, AND CO-AUTHOR WITH EDNA WOOLMAN CHASE, OF "ALWAYS IN VOGUE."

"You expect them to dress as gentlemen should, and they wail that it's too warm or too cold or too uncomfortable."

There's one suit, made by Timely Clothes, which makes it so easy to be well dressed and comfortable that it has become the nation's largest-selling year 'round suit. It is called Plateau. Made of a fine, silky worsted (all-wool) woven by Pacific Mills, its unique claim to fame is that, although standard in weight, it feels practically weightless on you. You can wear it in comfort anywhere, in almost any weather. Visit your Timely Clothier, make the "now-you-feel-it — now-you-don't" test and see if you can resist Plateau. Many shades, including the new Lamplight darks, \$72.50. For other tips on dressing write for free booklet "How to Choose Clothes to Improve Your Appearance" to Dept. T-43, Timely Clothes, Rochester 2, New York.

PLATEAU® the year 'round suit with the weightless feel by TIMELY® CLOTHES



ity of such a man as Dr. Albert Schweitzer . . . than He would Billy's personable brand of high-powered evangelism.

HENRY LASH

Los Angeles

Eve & the Artists

Sir:

For your Billy Graham cover, I think Artist Chaliapin slipped on his Biblical background . . . "And the Lord said unto the Serpent . . . Upon thy belly shalt thou go . . . Your cover shows the serpent minus its legs, tempting Eve . . .

ABE MURRAY

Ottawa, Ont.

Reader Murray's herpetology is just as impressive as his exegesis: the serpent was cursed after the temptation but Chaliapin, in the tradition of most artists, chose to show the serpent the only way Adam's children have ever seen it.—ED.

Sir:

Re Chaliapin's background: For comparison, would you care to show your readers



Bettmann Archive

MICHELANGELO'S "TEMPTATION"

The Temptation of Eve by Michelangelo in the Sistine ceiling . . .

VICTOR DI SUVERO

San Francisco

Stringfellow's Confession

Sir:

In the Oct. 25 issue of TIME you had two success stories. One was about Billy Graham, the other was about Douglas R. Stringfellow. Stringfellow's success rested on his claim to be a war hero. When the truth overtook his claim, his success was turned into tragedy. Graham's success is supported by his claim of being an instrument of the supernatural, or in his own words, "You can't explain me if you leave out the supernatural. I am but a tool of God." Graham's claim is far more fantastic than Stringfellow's. One wonders what the honest-to-goodness truth about his claim would do to his success.

(THE REV.) JOHN B. ISOM

First Unitarian Church
Wichita, Kans.

Sir:

Re the Stringfellow incident. At first my reaction was as most people's—one of scorn and ridicule, another hoax unveiled, punish the beast . . . Yet . . . here was a person in this day and age admitting in a spirit of repentance that he was wrong . . . What a refreshing reversal of form to the common pattern of our day . . . True, Doug Stringfellow didn't capture the German physicist . . . but to me he remains a hero—he has



THE FORWARD LOOK

"7 top fashion designers find Chrysler Corporation's 1955 cars a stimulating new concept of good design."

L. L. Colbert, President



Left to right: Tom Brigance • Anne Fogarty • Clare Potter • Lily Daché • Nettie Rosenstein • Pauline Trigere • Claire McCardell

AT a special advance showing in New York, the celebrated fashion designers, above, saw a line of motor cars that was bright and alive and *wholly new*.

They saw Chrysler Corporation's new 1955 cars—Plymouth, Dodge, DeSoto, Chrysler, Imperial—the cars with the all-new concept of style we call THE FORWARD LOOK. These fashion experts found THE FORWARD LOOK a design that matches the moods, needs and atti-

tudes of today's motor car owners. They admired the all-new design, the long, low lines that America's motorists have been eager for. They were struck by the *look of motion* these cars give even when they are standing still.

The beauty and astonishing visibility offered by the New-Horizon windshields delighted them—for these are the only fully swept-back, fully wrapped-around windshields on any car.

They were attracted to the rich fabrics and stunning new colors. They found wonderful convenience in the unique new position of the PowerFlite Range Selector.

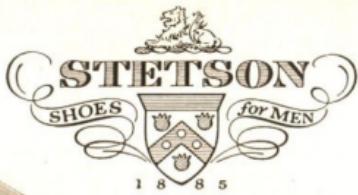
THE FORWARD LOOK that intrigued these famous designers will no doubt intrigue you, too. We believe you'll find in these cars just what you've asked for and hoped for in your next car. In a few days, you'll be able to see THE FORWARD LOOK. Don't miss it!

On Display November 17! The 1955 PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

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See Chrysler Corporation's great new fall-hour TV show—"Showers of Stars" every 4th Thursday . . . "Climax!" the intervening Thursdays, CBS-TV, 8:30-9:30 P.M., EST.



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with this finest of footwear in
charcoal brown

At our express order . . . the tanners of our premium leathers have matched the rich, glowing hue of the top shade of all in men's wear for fall — CHARCOAL BROWN. Thoroughly masculine . . . a handsome change from the traditional tans and blacks . . . provided in two highly favored models . . . to keep smart company with most anything you'll wear, anywhere.

THE STETSON SHOE COMPANY, INC., South Weymouth 90, Mass.

Stetson Shoes retail from \$18.95 to \$42.50

captured a lost chord that is so essential to the creation of a constructive society . . .

WILLIAM C. McCALMONT
Bellflower, Calif.

How to Gowerize

Sir:

What a shame that your Oct. 25 review of *The Complete Plain Words* points out that Sir Ernest Gower's book became available from "Her Majesty's Stationery Office." So it did, but it also became available at the same time to American readers (as *Plain Words*), and can . . . easily be obtained here.

ALFRED KNOFF JR.

Alfred A. Knopf Inc.
New York City

Friend of the Court

Sir:

Your writing off of the life of Justice Robert Jackson in your Oct. 18 issue is unfortunate in its conclusions: 1) that the Nürnberg trials were pretty farcical; 2) that Jackson never succeeded in expressing what he stood for; reason that because Communist judges sat, and Communists have committed atrocities, that this invalidates the trials. Let me tell you that there is ample authority in the laws of any of the countries which sat to deal with murderers. That administration of justice in Russia is not all that could be desired does not invalidate the decision of the whole . . .

G. D. AUSTRIAN

Ithaca, N.Y.

Sir:

. . . It would have been very satisfying to hang Stalin alongside Streicher, but it is a well-known principle of law that you don't let one murderer go free because another murderer is out of your power. And though

Letters to the Editor should be addressed to TIME & LIFE Building, 9 Rockefeller Plaza, New York 20, N.Y.

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TIME
November 15, 1954

Volume LXIV
Number 20



Continuous performance guaranteed!

Here's one show that won't close until it has reached a successful conclusion. That's guaranteed — by a surety bond.

Bonds covering the satisfactory completion of all contracts on public projects are required by law. These performance bonds, also assuring payment of labor and material bills, are part and parcel of a contractor's agreement.

Each year many of the country's public works

projects are protected by bonds of this type provided by The Employers' Group Insurance Companies. Our experience and nation-wide facilities serve communities and contractors throughout the land — encouraging and assisting the growth and development of both.

For surety bond information, call your nearest Employers' Group Insurance Companies' agent. Or drop us a line and we'll tell you who he is.

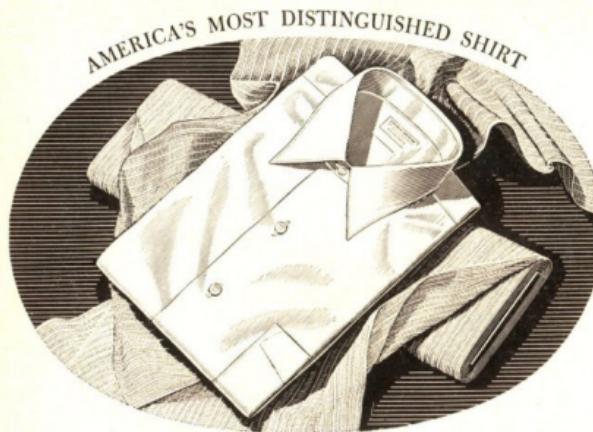
The EMPLOYERS' GROUP Insurance Companies



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For Fire, Casualty and Marine Insurance or Fidelity and Surety Bonds, see your local Employers' Group Agent, *The Man With The Plan*



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just checked in...

with a
UNIVERSAL
Stewardess
STEAM TRAVEL IRON

Travel light yet keep that neat-as-a-pin look wherever you go with Universal's new Stewardess Steam Travel Iron. Folded into its water-repellent case, it takes only a corner of your suitcase. You're ready in seconds to iron or press.



It's
New!

- Weighs only 28 ounces
- Uses Tap Water
- Steams for 30 Minutes
- Irons Steam or Dry

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

AMERICA'S MOST DISTINGUISHED SHIRT

it is obviously desirable to have judges of good character. I have never heard that the crimes of a judge invalidate the proceedings of his court . . . Justice Jackson's position had at least the virtue of recognizing that where crimes are committed, law and morality have a responsibility to discharge . . .

ROBERT WARSHOW
Associate Editor

Commentary
New York City

Hollywood Caliph

SIR:

RE THE NOV. 1 REVIEW "THE ADVENTURES OF HAJJI BABA": IN THE NAME OF ALLAH THE COMPASSIONATE, THE MERCIFUL, O GREAT AND ALL-SEEING SPLENDID TIME, I WILL AGREE TO SEND YOU FORTHWITH A DANCING GIRL FROM ISPAHAN IF YOU CAN PROVE ONE SET USED IN "HAJJI BABA" WAS NOT DESIGNED AND BUILT ESPECIALLY FOR THIS LUSCIOUS PERSIAN CINEMASCOPE.

WALTER WANGER

HOLLYWOOD

¶ O.K. Can she type?—ED.

The Most Hated?

SIR:

IT seems incomprehensible that TIME, Oct. 25 could refer to Daniel Malan as "the most hated man in [South] Africa, etc." I refute this flagrant untruth. He has . . . been elected to power repeatedly. After all, the people could have chosen an arrogant Englishman, but they didn't . . .

T. TROUWER

Chilliwack, B.C.

SIR:

Being a South African, I was very disappointed in your article . . . Why you should adopt this biased and unjustified attitude towards a man and a political party striving to preserve "white" civilization on a dark continent is beyond comprehension . . . The role of the white man in South Africa is that of a Christian guardian to the black people, who are, on the whole, a backward and unambitious race . . .

OWEN J. STUBBS

Guelph, Ont.

¶ TIME weighed the feelings of the "backward and unambitious" nineteenth of South Africa's population, who never got the chance to vote for Malan.—ED.

Bread, Stones & Toynbee (Contd.)

SIR:

Thanks for the Oct. 18 review of Arnold J. Toynbee's monumental *A Study of History* . . . This quotes Toynbee as saying that if to be a Christian is to believe that Christianity "possesses a monopoly of the Divine Life," then I am not entitled to call myself a Christian." It would seem apparent that Mr. Toynbee truly sees that "spiritual progress will incidentally bring mundane progress in its train."

BEATRICE P. WYNN

Covina Highlands, Calif.

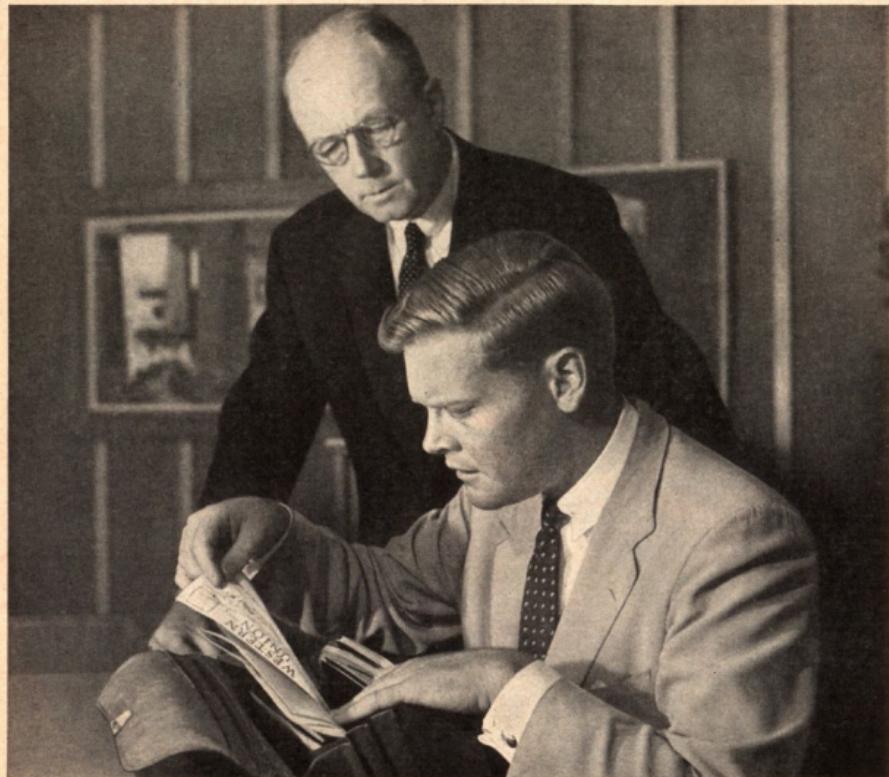
New Directions

SIR:

Your articles about Riesman, Brando and Toynbee have illuminated one of the cancers which is destroying our American society—this cancer being the psychological norm. We are afraid to be different since we might be called neurotic or "crazy." We are afraid to live according to our Judeo-Christian-Buddhist principles since such an infinitesimal number live in this way. I hope your articles have restored sight to the blind . . .

DAVID LURIE

Northfield, Minn.



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A LETTER FROM THE PUBLISHER

Dear Time-Reader

After TIME's Foreign News section told the story last spring of Korean Nurse Grace Kim and her adopted son Ronnie (see picture below), many of you responded by writing letters and sending gifts to the Kim family. Because of such evident personal interest, I would like to pass along a recent progress report I received on Ronnie and his mother.

As you may recall, the TIME account (April 5) was one of those stories of people caught in the backlash of war.



Grace Kim & Ronnie

Jun MIKI—LIFE

Ronnie was a waif, deserted by his father, a U.S. Army officer who left Korea. Then his mother, after struggling to feed and clothe him, died of malnutrition and tuberculosis.

For a time, indifferent relatives cared for the boy. When the Communists entered Seoul in June 1950, Ronnie was hidden in a heatless shack.

Later that fall, officials of the Seventh Day Adventist Hospital found him amid the bomb rubble, frail and ill but still alive.

At the hospital he was given food and vitamins in an attempt to nurse him back to health. There, one of the nurses, Grace Kim, who had already adopted a war-orphaned Korean girl, decided to adopt Ronnie. But despite his care, Ronnie developed alarming symptoms. An orthopedic surgeon made the diagnosis: Ronnie had tuberculosis of the spine. A delicate bone graft was necessary. Nurse Kim made her decision: the doctors could take bone grafts from her own leg to reinforce Ronnie's diseased vertebrae.

TIME's April story concluded: "Last week the doctor chipped off a plaster cast that had held Grace Kim prisoner for nearly five months. Grace, he said, would limp for a long time to come, but eventually she would walk normally. As for her foster son, his back is still in a cast, but growing stronger every day . . ."

The recent news I received of Ronnie came from Nurse Kim's husband, Duk Shin Kim, a student at Emmanuel Missionary College in Berrien Springs, Mich.

Wrote Mr. Kim: "I am glad to inform you that both Ronnie and his mother are doing fine. After being in a cast from the neck down to the knees for months and crawling like a turtle, Ronnie was finally let out of the cast. Now he is able to walk. Every day he walks to his mother's office, where she supervises the nurses' training school. He is able to kick a soccer ball almost as well as any normal boy. His ambition is to become a doctor. My wife still walks with a slight limp. As she and Ronnie go about the grounds of the hospital, people stand and watch in admiration."

"We want to thank your readers, those good people who prayed for us, sent clothing and gifts and wrote letters of cheer and encouragement for Ronnie's recovery."

Cordially yours,

James A. Linn



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LUNCHEON 8/-

(Three courses)

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& YORKSHIRE PUDDING

The Cold Table

ROAST GOOSE ROAST LAMB

CUMBERLAND HAM

HOMEMADE WENSLEYDALE PIE
ON TONGUE CORNED BEEF

APRICOT TART AND ICE CREAM
CHERRIES VICTORIA PLUMS
ICE CREAM BAKED EGG CUSTARD
THE CHEESE BOARD

The Old Swan Hotel, Harrogate

HERE is great news for anyone who is planning a vacation in Britain: food rationing is completely over. What's more, you will be astounded by the quality of cooking in British hotels and restaurants nowadays. You'll enjoy good food wherever you go.

Look at these typical bills of fare. The roast beef of Old England is back—and it's very special indeed. So are Britain's famous cheeses—notably Stilton and Cheddar. You haven't lived until you've eaten a bread-and-cheese lunch at an old English pub, with a pint of strong ale or hard cider to send you on your way rejoicing.

For the more adventurous gourmet, Britain offers her famous regional dishes, such as Wensleydale Pie, Cock-a-Leekie Soup, Scotch Haggis, Cornish Pasty, Norfolk Duckling, Forfar Bridie, Irish Stew, Devonshire Cream, Lancashire Hot Pot—and, of course, dear old Yorkshire Pudding.

Then, there are those gargantuan English breakfasts, with kippers and kidneys and kedgeree—not to mention bacon and eggs.

Prices are staggeringly low by American standards. You can find roast beef on the menu almost anywhere in Britain for \$1 or less—thanks partly to the favorable rate of exchange.

Appetite whetted? For further information, see your Travel Agent. Write for free literature to the British Travel Association, Box 151, 336 Madison Avenue, New York City.



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(Three courses)

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ROAST RIB OF BEEF

& YORKSHIRE PUDDING

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NATIONAL AFFAIRS

THE NATION

Where Does the Road Go?

Before some of the races in the century's closest election were decided, and while the professionals were still muttering amid their charts and graphs, the President of the U.S. stepped before bleary-eyed reporters in the nation's capital one day last week and delivered, off-



Herblock—Washington Post

the-cuff, a clear, one-sentence analysis: "I believe that the voters feel they want to avoid extremes."

Adjusting to Center. His point, while not the only or the most important lesson of the 1954 election, was easy to document. What happened in Colorado was a striking, one-state capsule: the voters there chose a Republican U.S. Senator to replace a Democrat, a Democratic governor to replace a Republican, a Democratic lieutenant governor, a Republican attorney general, and re-elected two Democrats and two Republicans to the House of Representatives.

Voters tended to elect Republicans who resemble Democrats, and Democrats who resemble Republicans. New Jersey's liberal Republican Clifford Case and Delaware's conservative Democrat Allen Frear are examples of this trend. Exceptional were the victories of Illinois' Paul Douglas and Oregon's Richard Neuberger in fights where there was a vast ideological difference between the candidates. Studying the returns, Political Analyst Samuel Lubell concluded that candidates are try-

ing harder than ever to find and adjust to the central sentiments of their constituencies. If they continue to succeed, as they did in 1954, there may be more and more close races in the future.

This middle-of-the-road temper has obvious political advantages for the nation. In the 1954 election the most conspicuous casualties were men with left-wing records (e.g., Idaho's Glen Taylor and California's Robert Condon) and the whole McCarthyite faction, which collapsed with the victory of Clifford Case (denounced by McCarthy) and the defeat of some of those few candidates who dared to run on a platform supporting Joe.

An Eisenhower Direction. But the flaw in middle-of-the-roadism is its irrelevance to where the road is headed. On this score the 1954 election may have an even more important meaning.

The Eisenhower Administration has a direction. On a dozen points it reversed the trends of the New and Fair Deals. Did the 1954 results show voter approval or disapproval of this new direction?

Republicans can argue that Democratic gains were held down to a point well below the normal off-year loss of the party in power. Democrats can reply by calling attention to 1934, when a national administration's change of direction met with a ringing endorsement of gains in an off-year election.

The 1934-1954 comparison contains some obvious political lessons. F.D.R.'s every act was packaged in political salesmanship, sometimes at the level of political theory, more often in direct appeals to the self-interest of voter groups. Eisenhower's changes have, in general, been allowed to speak for themselves—which means, in practice, that Eisenhower's opponents have held the stage in interpreting his policies.

Secretary of Agriculture Ezra Taft Benson was the only Cabinet member who, from the first, took his political responsibility in an active sense. He got out and fought for his program. Wiseacres were sure that Benson would be the first Cabinet member dropped, because he would become political poison. On the contrary, after the election Benson was able to say: "Not a single Republican loss in the congressional elections can be attributed to the farm vote."

The rest of the Eisenhower Administration let the Democrats set the political atmosphere last spring and summer. The

unemployment issue is an example. G.O.P. candidates were so frightened by it they could not fight back by pointing out that it was four-fifths phony. When the returns were in, it turned out not to be so horrendous.

In 22 Republican-held congressional districts, unemployment was classed as critical by the U.S. Department of Labor. Of those 22, the G.O.P. lost only four.



A.Y. Owen-Litt

AGRICULTURE SECRETARY BENSON

The losses were often matched by victories in nearby districts which had similar economic conditions.

Indiana was a case in point. In the Eighth District, Republican Representative D. Bailey Merrill was unseated by Democrat Winfield K. Denton. Merrill's difficulty was plain to see. In 1952, he had carried Vanderburgh County (with the city of Evansville) by 10,046 votes. This year, with about 10% of the work force unemployed in the county, his margin there was cut to only 648 votes, not enough to offset normal losses in other parts of the district. But upstate in the Third Congressional District (South Bend), where unemployment was just as much an issue as it was in the Eighth, Republican Representative Shepard J. Crumpacker was re-elected.

The Opportunity. The serious defects of the Eisenhower leadership disclosed by the election were caused in part by the split in his party. The election appears to have ended that. Few Old Guard candidates failed to grab the Eisenhower coattails with both hands. Gone is the

nition that the Republicans will do better if they run on the record of William McKinley.

The next two years will be difficult for the President—but they also present him with tremendous opportunities to realize the full potential of his party. If he takes a really strong clear line in foreign affairs, especially on the development of a U.S. economic policy for the free world, the Democrats can hardly afford to sabotage him.

If there is a political figure in the U.S. who can turn the division between a Republican Administration and a Democratic Congress into a coalition, Dwight Eisenhower is that man. The key men the President will be dealing with are not far from his own political philosophy. Texas-born Dwight Eisenhower and Texans Lyndon Johnson (Democratic Senate Leader) and Sam Rayburn (Speaker of the House) should have little trouble understanding one another.

Middle-of-the-roadism need not mean stagnation. The U.S. voter in this election gave no sign that he is afraid of action. He gave many a sign that he will switch his vote readily in recognition of common sense and courage.

THE CONGRESS

The 84th's Temper

Texas' Democrat Lyndon Johnson, who is in line to become majority leader of the U.S. Senate, flicked some ashes from a cork-tipped cigarette, scanned the roomful of Washington newsmen and spoke softly, "My daddy," said Johnson, "got all of us kids around the table at home when there was a decision to be made. He'd start off with words from Isaiah—

"Come now, and let us reason together.'" The advice that was good for the five little Johnsons, suggested Lyndon, would well serve both Democrats and Republicans for the next two years. Down Pennsylvania Avenue, President Eisenhower also extended the hand of friendship, saying: "If there are any roadblocks thrown in the way of cooperation, I am not going to be responsible." All over Washington last week, the atmosphere of good will was so thick it could have been cut with a knife. It probably will be.

Senator Johnson, an eminently successful minority leader, may learn that being majority leader is quite another matter. Because he still has to contend with Dwight Eisenhower's great popularity, Johnson cannot permit White House-Senate relationships to become too strained. Yet he cannot be too soft toward the Administration for fear of antagonizing the liberal Northern Democrats. Finally, he must prevent a legislative deadlock, lest the Democrats be accused of conducting a do-nothing Congress.

Moreover, Johnson and his fellow Democrats owe their Senate control to a tough political creditor, Oregon's Wayne Morse. Said Johnson, of Morse's committee assignments: "I don't know what he may want, but whatever he wants, he's going to get it—if I've got it to give." If Johnson does not have it to give, he had better find it—at least if he wants Morse to stay with the Democrats.

Clues. What will be the temper of the 84th Congress? Some clues are furnished by the men who will head the House and Senate committees.

The most promising field for legislative achievement lies in the foreign-trade field. New York's Republican Representative

Daniel Reed was chairman of the key House Ways and Means Committee in the 83rd Congress, and effectively blocked action toward lower tariffs. Now Tennessee's Democratic Representative Jere Cooper takes over. Says he, of the Administration's trade recommendations: "I would think they should have early consideration. I have always strongly supported the reciprocal trade program." If Georgia's Senator Walter George chooses to become chairman of the Senate Foreign Relations Committee, then the Finance Committee will go to Virginia's Harry Byrd. He served last year on the Randall Commission and concurred in its proposals for a liberalized foreign-trade program.

North Carolina's Representative Harold Cooley, a strong advocate of high, rigid farm supports, takes over the House Agriculture Committee and has promised to put Secretary Benson on the grill in January. But Louisiana's Senator Allen Ellender, who will head the Senate Agriculture Committee, is committed to giving flexible supports a chance to work and, in any event, the Congress is not likely to override a presidential farm bill veto.

Sunlight? Joe McCarthy loses his chairmanship to Arkansas' John McClellan, who is thinking about asking for a joint Senate-House committee to handle all congressional Red-hunting. Pennsylvania's Democratic Representative Francis Walter, scheduled to be chairman of the House Un-American Activities Committee, announced last week that he would seek to have that committee abolished. The Senate Judiciary Committee, once the most influential committee of Congress, goes from the frying pan to the fire—from North Dakota's drafty William Langer to West Virginia's drafty William Kilgore. Few revisions in labor-management law are likely to come out of the 84th, since North Carolina's Graham Barden, a staunch Taft-Hartley man, will be chairman of the House Labor Committee. And there is little chance of anyone pushing tax reduction past Virginia's Senator Byrd until Government spending is sharply cut—a prospect that is even dimmer than it was before the election.

THE SENATE

Old Line-Up, New Scrubs

The 35 million votes cast for senatorial candidates last week yielded surprisingly unspectacular changes in the U.S. Senate. Democrats won the right to organize it come January, but only by the margin of a handful of votes in Multnomah County, Ore. (*see below*), which gave them, with the help of Wayne Morse, a 49-47 majority. Although 37 seats were on the block, there were only eight shifts from which the Democrats eked out a net gain of two Senators. Some of the changes (Nevada, Wyoming, Ohio) were a return to a status quo ante, i.e., before a temporary appoint-



Associated Press

CONGRESSIONAL LEADERS JOHNSON & RAYBURN
Daddy had the word from Isaiah.

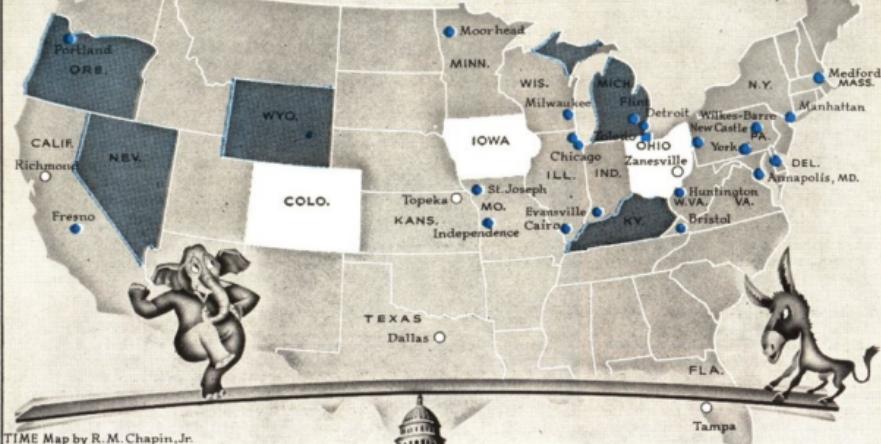
* For Chairman Randall's new views, see BUSINESS.

SENATE
R.to D. D.to R.

ELECTION SHIFTS 1954

HOUSE
R.to D. D.to R.

Independent to D.



TIME Map by R. M. Chapin, Jr.

ment by a governor to fill an unexpired term.

Senatorial Unemployment. Only four previously elected Senators were defeated for re-election. Among them, the Republicans suffered one stunning blow, the sacking, after twelve years in the Senate, of Michigan's able, gentle, white-manned Homer Ferguson, chairman of the Senate Republican Policy Committee. Republicans also lost Kentucky's John Cooper (who had twice been elected to the Senate for two-year terms, never for a full term) and Oregon's Guy Cordon. Iowa's Guy Gillette was the only casualty among Democratic Senators who had previously been elected to their seats.

Twelve new faces and two reappearing ones will adorn the Senate of the 89th Congress. His Veepship Alben William Barkley, 76, won back the Kentucky seat he had held for 21 years (1927-48), and Joseph Christopher O'Mahoney, 70, was elected to represent Wyoming, as he had for 18 years until the 1952 Eisenhower landslide forced him to spend two years as a Washington lawyer (one client: Owen Lattimore).

Under a Bushel. The rest of the freshman group (average age: 55) does not stand high in national renown. Two, South Carolina's J. Strom Thurmond and North Carolina's W. (for William) Kerr Scott, 58, have been governors of their states. Of the seven new Republican Senators, all but one are or have been Congressmen. The one: Colorado's Gordon Allott, 47, whose flight, as lieutenant governor, has been hidden under the bushel-basket showmanship and popularity of retiring Governor Dan Thornton. Allott, a liberal Republican and onetime Stassen-for-Presi-

dent booster, scored a minor upset by trouncing ex-Congressman John Carroll. Among the other senatorial newcomers:

Nevada: Alan Bible, 44, onetime elevator operator and state attorney general, defeated Senator Ernest Brown, who was appointed last month to fill the late Pat McCarran's seat. Bible, McCarran's protégé and law partner, has promised to carry on the McCarran tradition by plugging for higher wool, lead and zinc tariffs.

Michigan: Democrat Patrick Vincent McNamara, 60, outdrew Senator Ferguson at the polls on the coattails of popular Governor "Soapy" Williams and with the help of unemployment in the automobile industry. A hearty Irishman with a toothy smile, McNamara is a member of the Detroit board of education, president of a local pipefitters' union and customers' contact man for a construction firm.

Nebraska: Republicans Carl Thomas Curtis, 49, and Roman Lee Hruska, 50, had little trouble winning as the state's two Senators. A veteran of 16 years in the House, Curtis is a lackluster conservative. First-Term Congressman Hruska is expected to lend strong, thoughtful support to the Eisenhower program.

Iowa: Republican Thomas Ellsworth Martin, 61, scored the election's big success for the Ezra Benson farm program by upsetting Old Campaigner Guy Gillette. Lawyer Martin waged an energetic but unimaginative campaign, spouting hog-price and corn-hog-ratio quotations across the state. He will move up to the Senate after 16 unspectacular years in the House.

Ohio: Republican George Harrison Bender, 58, was elected for the unexpired term of the late great Robert A. Taft by

unseating Senator Tom Burke. Burke, a habitually effortless winner of Cleveland's mayoralty, found busking beat all over Ohio a chore, while Bender sang and shouted his way through all 88 counties. Burke lost by 9,355 votes. Remembered as cheer leader in the 1948 and 1952 Taft-for-President campaigns, George Bender is boss of the Cuyahoga County (Cleveland) Republican machine and a veteran of 14 years in the House. Long an isolationist, he has hungrily swallowed President Eisenhower's policies, foreign and domestic.

New Jersey: Republican Clifford Case Jr. carved out a razor-thin victory in the face of a strong Democratic attack and McCarthyite desertions. Election night, Case's opponent, Congressman Charles Howell, claimed that he had won. But by morning Howell's early 100,000-vote lead had been wiped out, and the Case-Howell race became a case of cliff-hanging suspense. By next day, as corrections were made and absentee ballots counted, Case's 200-vote margin widened to 3,308, equal to about one-fifth of 1% of the 1,700,000 votes cast.

New Hampshire: Republican Norris Cotton, 54, after eight years in the House, won a promotion to the unexpired term of the late Charles Tobey. He has backed the Administration program down the line, except on public housing and the St. Lawrence Seaway project.

In all, the Democrats won 24 Senate elections, the Republicans 14. Of these, the Democrats re-elected 16 incumbent Senators, including eight from the South and Minnesota's Hubert Humphrey, Montana's James Murray, New Mexico's Clinton Anderson, Delaware's Allen Frear and

Rhode Island's 87-year-old Theodore Green.

The race that had attracted the most nationwide attention turned out to be a clean sweep. Democrat Paul Douglas piled up almost a quarter million more votes than his Republican challenger, Lobbyist Joe Meek. Ex-Professor Douglas' hard campaigning won the votes of many Republican and independent city dwellers, especially in Chicago.

Republicans re-elected six Senators. Among the six: New Hampshire's Styles Bridges, the Senate's president pro tempore, South Dakota's Karl Mundt and Idaho's Henry Dworshak, who swamped Democrat Glen Taylor, Henry Wallace's banjo-playing running mate on 1948's Progressive ticket.

In Massachusetts, lanky Leverett Saltonstall faced trouble from an eager challenger, Democratic State Treasurer Foster Furcolo, but came away an easy winner. Furcolo did well in Boston's Italian neighborhoods, but dropped much of the normally Democratic Irish vote.

In California, Republican Senator Thomas Kuchel squeezed out a narrow score over Congressman Sam Yorty in a campaign characterized by Kuchel's drab speeches and Yorty's attacks on the Administration's "new look" defense policy. Yorty hoped that his cries against cuts in defense spending would help him in Southern California's airplane manufacturing centers, but returns from Los Angeles and San Diego disappointed him.

As Oregon Goes

Oregon has long been a Republican state, but it is less conservative than conservationist. For almost a year, Democrat Richard L. Neuberger, a state senator, free-lance writer and amateur conservationist, has been barnstorming around Oregon in a bid to unseat Republican Senator Guy Cordon. Hitting at what he called the "giveaway" of natural resources, Neuberger seemed to be campaigning less against Cordon than against Interior Secretary Douglas McKay, whose "partnership" power policy has been received with mounting hostility in McKay's native state. To balding Dick Neuberger, this issue, especially the fight over the nearby Idaho Hell's Canyon project, coupled with the discontent among 100,000 lumbermen after a ten-week lumber strike, made 1954 the year, if any, for a Democrat in Oregon.

Returning to the state from Washington in mid-campaign, colorless, conscientious Guy Cordon, 64, discovered he was in a horse race, rode off to the hustings to deliver attacks on Republican-turned-Independent-Democrat Wayne Morse, his Senate colleague who backed Neuberger. Although Cordon's managers, unused to hard bush-beating, never got his campaign into full gallop, it seemed unlikely that a Republican would lose in Oregon.

Early on election night, Dick Neuberger, trailing by 10,000 votes, agreed. Thinking himself defeated, he went to bed. Next morning Neuberger and his

wife, State Representative Maurine Neuberger, paced up and down their pink kitchen, where the telephone buzzed from time to time bringing them election returns. The first delayed returns from Multnomah County (Portland) halved Cordon's lead, but Candidate Neuberger sighed gloomily. "Not enough," he said, and gathered up some grocery bills on which to tabulate votes.

By afternoon New Jersey veered into the Republican column, and the race for control of the U.S. Senate was tied. Neuberger's interest in the matter warmed when, at 3:50, he learned that he was 109



Edmund Y. Lee

THE WINNERS NEUBERGER
The Senate stowed in a pink kitchen.

votes ahead. "Isn't this the damnedest thing. I mean the fact that the entire U.S. Senate rests right in this kitchen," he declared. "Right in this kitchen," he repeated.

The tally: Neuberger 285,000, Cordon 283,000. But the first Democratic Senator elected from Oregon in 40 years ran 6,000 votes behind his wife in Multnomah County. Said Maurine dutifully: she will retire from politics to help her husband in Washington—two years from now, that is, when her term in the legislature is up.

A Write-In Winner

Until last week no write-in candidate had ever been elected to the U.S. Congress. Last week's write-in winner: J. (for James) Strom Thurmond, 51, whom South Carolina sent to the Senate seat of the late Burnet R. Maybank.

Thurmond, the 1948 states' rights' candidate for President of the U.S., defeated 66-year-old State Senator Edgar Brown in a fight to protest Brown's nomination by the state Democratic Executive Committee instead of by primary election, the chief instrument of democracy in one-party South Carolina. A few weeks ago, Governor James Byrnes endorsed

Thurmond, as did most of the state's newspapers. The kiss of death for Brown came when Harry Vaughan told a Washington newspaperman that Harry Truman was for Brown because of Thurmond's 1948 disloyalty to the party (TIME, Nov. 1). The vote: Thurmond 139,106, Brown 80,956. After the count, Senator-elect Thurmond renewed a promise: he will resign in 1956 to meet all comers in a proper primary.

THE HOUSE

27 Changes

Last week the Democratic Party won control of the U.S. House of Representatives by a 29-seat margin, 232 to 203. Of the 435 places in the House, only 27 changed party hands; 22 of these were taken by Democrats (including one from an unaffiliated incumbent, Frazier Reams, in Ohio). The House elections, regionally:

THE NORTHEAST

Republicans had feared a real pasting in the Northeast, which had many of the unemployment spots on which the Democrats placed high hopes. If anything, most G.O.P. politicians were a bit relieved by their party's loss of just eight seats—three in Pennsylvania and one each in West Virginia, Delaware, Maryland, New York and Massachusetts.

Pennsylvania's switches came in three hairline districts that parted this time on the Democratic side. Example: in Luzerne County, where chronic unemployment among hard-coal miners has grown worse, former Democratic Representative Daniel Flood, a waxed-mustache dandy who likes to refer to himself in the third person, defeated Republican Incumbent Edward Bonin by less than 3,000 votes of 137,000 cast. In 1952, with Dwight Eisenhower helping him, Bonin won over Flood by 588 votes.

In Massachusetts, Democratic campaigning on the unemployment issue had Republicans quaking in their pre-election boots. Yet the Republicans' one loss in the state had little, if anything to do with the economic situation. Representative Angier Goodwin had served twelve thoroughly undistinguished years in the House. Democratic Winner Torbert Macdonald is 37 years old, stands a handsome 6 ft. 1 in. and weighs 190 lbs. He had captained the Andover and Harvard football teams, roomed with Senator John Kennedy in college, played in the outfield for New York Yankee farm clubs, won a Silver Star for gallantry as a PT-boat skipper in World War II, married a movie actress, and served as a lawyer for the U.S. Chamber of Commerce and the National Labor Relations Board. He won by 9,000 votes.

Much the same pattern emerged from the House races in New Jersey, another state with unemployment problems. Both parties held all their House places. The G.O.P. was mainly disappointed by its failure to unseat Democratic Representative Harrison Williams in a normally Re-

SENATE WINNERS: NEW FACES FOR OLD



CLIFFORD P. CASE learns with amazement that he has taken lead in New Jersey race after trailing rival by 100,000 votes.



GEORGE BENDER, Ohio Republican, takes time out to shave after all-night vote-counting vigil. He finally beat Democrat Tom Burke by a slim majority.

THOMAS KUCHEL, California Republican, grins happily in bear hug from campaign worker after easy victory over Sam Yorty.



PATRICK McNAMARA, Democratic victor in Michigan, is hugged by wife Mary at unexpected win over incumbent Senator Homer Ferguson.



J. STROM THURMOND, first candidate elected to the Senate on a write-in vote, receives congratulations with his wife Jean at Columbia, S.C. headquarters.

Associated Press



publican district. But the Republicans had only themselves to blame for that; they nominated an ex-wrestler named Fred Shepard, who went around shouting that he had the support of the National Association for the Advancement of Indians, and saying he would not discuss federal issues until he was paid to do so.

Maryland's Prince Georges County, which includes some Washington suburbs heavily populated by federal employees, swung decisively from G.O.P. Incumbent Frank Small Jr. to Democrat Richard Lankford, 40, who campaigned in favor of a pay raise for Government workers. Lankford also won votes by criticizing the Republican increase in Swiss watch tariffs, on the theory that Switzerland—which furnishes Maryland tobacco growers with about one-third of their revenue—would retaliate. On Maryland's Eastern Shore, Democrat Ed Turner had blatantly used segregation as an issue against G.O.P. Representative Edward Miller. Miller won—but only after adopting Turner's general anti-integration line.

In New York, Republicans dropped the seat vacated by Jacob Javits, who was elected attorney general, and in Delaware, Democrat Harris B. McDowell, 48, a real-estate man from Appoquinimink hundred, rode right along with other Democrats in a state sweep.

THE MIDWEST

The G.O.P. suffered its most painful setbacks in the heartland of Republicanism. Ten Democrats unseated Republicans—three in Illinois, two each in Missouri and Michigan and one each in Indiana, Minnesota and Wisconsin. In addition, an Ohio Democrat defeated Independent Frazier Reams. Republicans managed to take Democratic seats in Ohio and Kansas, for a net loss of eight Midwestern places.

The Midwest produced some interesting new House faces. Among the three Illinois Democrats to unseat Republican incumbents was Charles Boyle, egg-bald at 47, who has eight children and was named Chicago's "Father of the Year" in 1952. In a district never before won by a Democrat, Boyle handily defeated able G.O.P. Incumbent Edgar Jonas. Boyle had little idea of winning; he was really trying to make his name well enough known to run for alderman next year. When he realized he was about to become a Congressman, he called a friend and wailed: "What do I do now? I can't afford to go to Washington!"

Wisconsin Republican Charles Kersten, who had conducted lengthy, well-documented hearings into brutality behind the Iron Curtain, lost to one of the nation's most consistent also-rans, Henry Reuss, 42, an able Milwaukee attorney, played football, basketball and baseball in high school—all on second teams. He went to Harvard Law School, where he failed to fall under the influence of Felix Frankfurter because "he always thought I was fairly stupid." Reuss, as a college editor, even managed to support Herbert Hoover in 1932 (he didn't think the nation should



International
MINNESOTA'S COYA KNOTSON
Casey Jones lost.

change horses in the middle of a Depression). He has run unsuccessfully for mayor of Milwaukee, state attorney general and U.S. Senator. Last year he managed to win an election for the first time—to a school board. He beat Kersten by 6,000 votes.

In Minnesota, Mrs. Coya (short for Cornelius) Knutson, 42, a blonde housewife and schoolteacher, upset G.O.P. Incumbent Harold Hagen in a district that had gone upwards of 60% Republican in recent elections. Both candidates spoke out against the Benson farm program—but Mrs. Knutson spoke oftener. A former student at New York's Juilliard School of Music, she is credited with visiting every farm in the district, playing the piano and singing, to the tune of *Casey Jones*, a song called *The Saga of Silent Harold*, which had some lyrics Cole Porter never wrote. Sample:

*Gather round and let us scan
The records of old Silent Harold our
Congressman.
When Ezra flexed the farmers Harold
never rose to sight,
For Harold's been too busy with [Con-
gress] pensions to worry with our
plight.*

Ohio's unaffiliated Representative Fraizer Reams lost to 31-year-old Lawyer Thomas Ashley, a Democrat. Reams made the mistake of thinking that Republican Candidate Irving Reynolds was his toughest opponent. Reams and Reynolds engaged in a bitter personal campaign, both dismissing the Democrat as "young Ashley." Young Ashley, who had a nervous habit of giggling on television appearances, won by 4,000 votes over Reams and 8,000 over Reynolds.

A couple of expendable Midwestern Republicans also went by the elective boards. Michigan's Representative Kit Clardy,

who used to go around Washington muttering about "those Communists in the White House," ran on a platform of "I will vote as I please." Michiganders decided Clardy wouldn't vote at all—at least not in the House. And Illinois' C. W. ("Runt") Bishop was defeated after a 14-year House career marked only by his having been the manager of the Republican House baseball team.

THE SOUTH

Republicans did amazingly well in the Solid South. They held on to their only seat in North Carolina, retained two of their three places in Virginia, and upset Democrats in Texas and Florida. For the region as a whole, therefore, the G.O.P. showed a net gain of one seat.

In 1952 Dwight Eisenhower was on the ticket, and anti-Trumanism was at fever pitch in Virginia. Republican Joel Broyhill won then by 322 votes in his Washington suburban district; this time he won by 4,500. Republican Richard Poff won his Lynchburg-Roanoke district by 2,000 in 1952; this year his margin was 13,000. Republican William Wampler won his Bristol district by 2,300 in 1952; this time he lost by 1,000 in the face of an all-out effort by the powerful Byrd organization. Even in Richmond, a relatively weak G.O.P. candidate came within 5,000 votes of unseating a Democrat.

Not since Reconstruction days had Florida elected a G.O.P. Representative. William C. Cramer came close in 1952 in the Tampa-St. Petersburg district, lost out only on the count of absentee ballots—and never stopped running. This time he made it. Hillsborough County (Tampa) is normally Democratic and has a population of 249,000—of whom only 33,890 took the trouble to vote. Pinellas County (St. Petersburg) is Republican. Its population is 158,000—and 61,000 voted. Result: a 1,600-vote edge for Cramer.

In Texas, the time-tested Democratic campaign principle is to ignore Republican candidates. But this year the G.O.P.'s Bruce Alger refused to be ignored. He campaigned so busily that he even wandered into his opponent's own office in search of votes. Alger, 36, is a former Princeton footballer and World War II bomber pilot. His wife was a Nieman-Marcus model. Even when his lead was safe, Alger could not forget that he was a Republican running in Texas. Said he: "Don't count me in yet—I don't want to be presumptuous."

THE WEST

In the vast areas west of Kansas, the Republicans showed a net loss of only one House seat. Two G.O.P. incumbents were defeated—but so was California's Democratic Representative Robert Condon, who last year was refused AEC security clearance to witness an atom test. He lost to Republican John Baldwin Jr., a quiet young (38) lawyer who campaigned almost exclusively on Condon's security-risk record.

In Oregon's Multnomah County, Mrs.

Edith Green, 44, who was named Oregon's "outstanding girl" 28 years ago, lived up to her early promise. She defeated Republican Tom McCall, who had, in turn, won over G.O.P. Incumbent Homer Angel in the primary election. Mrs. Green, a trailer-court operator, got Portland's labor vote, despite the fact that McCall stressed his own union membership (in the television and radio artists' union).

There was no great national issue to bind the House races together in a package for either party. Many winners were entirely unprepared for the results, a situation best summed up by a flustered Democrat, Mrs. Martha Griffiths, who won a Detroit seat from the G.O.P. Posing for her election victory picture, she pleaded: "Don't photograph my legs. I didn't have time for stockings."

PENNSYLVANIA

Voter's Farmer

[See Cover]

That anchor and pride of Republicanism, the great and prosperous state of Pennsylvania, went Democratic—solidly, surprisingly, and in a way that seemed to shatter the pathetic remnants of its once proud and efficient state G.O.P. organization.

As governor was Democrat George M. Leader, 36, a young man few outside of his home York County had ever heard of until eight months ago. On top of that, the state house of representatives went Democratic 111 to 99, and the state senate returned a bare Republican majority (27-23). Never before—not even when fun-loving George H. Earle rode the tidal crest of the New Deal wave in 1934

—had Democrats come so close to making a clean sweep in Harrisburg.

In the congressional elections, the clean sweep stopped: the national pull of Dwight Eisenhower and the local hold of some G.O.P. county organizations was too great. Nevertheless, Pennsylvania will send three additional Democrats to Washington in January, and the Republican majority in the Pennsylvania delegation will be a slim 16 to 14.

The Reasons. What happened? There were several explanations, none of them adequate, all of them providing slivers of truth. Most pundits and politicos settled on unemployment as the major factor in the Democratic sweep. The U.S. Labor Department lists eight counties in Pennsylvania where unemployment is in the critical range of 10% or more of the working population. Some 377,000 Pennsylvanians

THE GOVERNORS: PROTECTING THE BARN

STATE and local political organizations generally work harder to elect a governor than a Congressman, and for good reason. A governor can dispense far more patronage, let more contracts and do more favors than can any U.S. Congressman or Senator, a fact that leads to the philosophy: "Protect the barn—the hell with the corn fields." In last week's elections the Democratic Party did much better than the G.O.P. in protecting the barn. The Democrats elected governors in seven states that had been controlled by the G.O.P.: Pennsylvania, New York, Minnesota, Connecticut, Colorado, Arizona and New Mexico (they had taken Maine two months before).

The reasons for the stronger Democratic showing on governors than on Senators were mostly local or personal. One national factor was that Eisenhower's popularity is even less transferable to G.O.P. candidates for governorships than for Congress. Voters who saw a certain element of logic in the President's appeal for a Republican Congress saw no reason why Ike needed Republican governors. Thus the Republicans lost one of their great 1952 advantages, the fact that they controlled a majority of governorships.

In addition to New York's Harriman and Pennsylvania's Leader (see Pennsylvania), some notable victories were:

¶ In Connecticut, 44-year-old Abraham A. Ribicoff upset Republican Governor John Lodge by a margin of only 2,800 votes of some 936,000 cast. Democrat Ribicoff, who will be the first Jewish governor in New England history, was elected to the Connecticut house of representatives in 1938. He was elected to Congress in 1948, re-elected in 1950. In 1952 he tried for the U.S. Senate, was a victim of the Eisenhower landslide. In this year's campaign, Ribicoff said: "Nowhere except in the Democratic Party could a boy named Abe Ribicoff be nominated for governor in this state." In a TV appearance the week before the election, Ribicoff made an American Dream speech in which he recalled how, as a boy, he would "walk through fields heavy with the smell of summer growth, lie under a tree and dream . . . that any boy, through hard work, honesty and integrity, could aspire to any position in American life and reach any heights regardless of race, creed or color." This appeal had its effect. More effective, perhaps, was the fact that Lodge had angered some powerful G.O.P. county leaders.

¶ In Minnesota, Democratic-Farmer-Labor Candidate Orville Freeman was elected governor in 1954 by being Senator Hubert Humphrey's campaign manager in 1948. Since his election, Humphrey has built a large and loyal following. This year Freeman swept in on Humphrey's coattails, beating Republican Incumbent C. Elmer Anderson by 42,000 votes. Freeman, an eager young liberal, is only 36. During

the 1952 Democratic National Convention, Freeman fought hard and noisily to throw out the Virginia, South Carolina and Louisiana delegations over the party-loyalty resolution. Televiewers will remember him as an excited young man who stood atop his chair sputtering "point of order, point of order," while Sam Rayburn gavelled him down.

¶ In New Mexico, Democrat John F. Simms Jr., 37, won an easy victory over Republican Alvin Stockton (G.O.P. Governor Edwin Mechem was trying for the U.S. Senate). A former speaker of the state house of representatives, he never seemed to doubt what the election outcome would be. He already has a legislative program in bill form—ready for immediate introduction when the legislature convenes in January.

¶ In Iowa, where G.O.P. Governor William S. Beardsley is retiring, Republican Leo Hoegh, 46, beat Democrat Clyde E. Herring by a narrow plurality of 25,000 votes. Hoegh, a former state legislator and presently state attorney general, had built a reputation (and lost some votes in Mississippi River counties) by vigorous enforcement of state liquor laws, which permit only package sales. He also took a calculated risk in conservative Iowa by endorsing a law legalizing the union shop.

¶ In Arizona, former Senator Ernest W. McFarland, Democratic majority leader in the U.S. Senate until his surprise defeat in 1952, made a comeback by beating Republican Governor Howard Pyle by about 10,000 votes.

¶ In Colorado, 70-year-old Edwin C. Johnson, who is retiring from the U.S. Senate, beat his 32-year-old, baby-faced G.O.P. opponent, Don Brotzman, by a surprisingly low figure: 33,000 votes.

¶ In Ohio, Democratic Governor Frank Lausche won an unprecedented fifth term by piling up a margin of some 212,000 votes over Republican James A. Rhodes.

¶ In Michigan, Democratic Governor G. Mennen ("Soapy") Williams won a fourth term, beating Republican Donald S. Leonard by about 216,000 votes. Williams, plugging heavily on the unemployment issue, won Wayne County (Detroit) by a slightly smaller margin than in 1952 (263,000), but surprised by running only 47,000 votes behind Leonard outstate.

¶ In California, Republican Governor Goodwin ("Goody") Knight easily beat Democratic Candidate Richard P. Graves. Knight's victory was not as impressive as those Earl Warren used to pile up, but no one expected it to be.

¶ In Maryland, Republican Governor Theodore McKeldin was re-elected by 62,000 votes over Dr. Harry C. ("Curley") Byrd, a former president of the University of Maryland who had invited votes of those in favor of defying the Supreme Court's decision against racial segregation in the schools.

ians are jobless; 120,000 have exhausted their unemployment compensation (\$30 a week for 26 weeks); uncounted thousands more are what George Leader calls "under-employed," i.e., working less than 40 hours a week. A week before Election Day, a riot broke out in Donaldson's Crossroads, ten miles south of Pittsburgh, when 1,500 men turned out for 40 highway laborers' jobs.

But unemployment was not the only factor in Pennsylvania; it was not even the deciding factor. In other states (e.g., Ohio and Indiana), where unemployment is serious, the Republicans held up well. And in Pennsylvania the Democrats would have won by 60,000 votes even without the big cities and the depressed coal areas.

A second factor was the unpopularity of Republican Governor John Fine's administration and a Pandora's box of con-

Democrats waged a clean and vigorous fight, with an enormously appealing candidate. They called a truce to their own internal squabbles. And in George Michael Leader, the man nobody knew, they found a hot candidate.

Pappa Is All. Pennsylvania's governor-elect is a 6-ft., seventh-generation Pennsylvania Dutchman whose ancestors have been prosperous landowners and farmers in York County since the days of William Penn. His great-great-great-grandfather, Frederick Leader, was in the first contingent of troops from west of the Hudson to join George Washington's Continental Army. George Michael, the third of seven children, was born on the flourishing farm of his father, Guy Leader, three miles south of York. As with most Pennsylvania Dutch families, Patriarch Guy dominated the family circle, and George



Allied

GOVERNOR-ELECT LEADER & FAMILY*
Schmierkäse, triple-dip Baptists and the Blue Bell Boys.

tributing local issues. Added to this, the Republicans ran a poor campaign with an unfortunate candidate, Lieutenant Governor Lloyd Wood, a cigar-chomping politician. Wood had to carry all of the liabilities and secured none of the assets of the Republican organization's 100-year-old reputation. The evil that political machines do lives long after their effectiveness is gone.

Another factor was the recent and rapid Democratic upsurge in eastern Pennsylvania. In 1951 the Democrats won the Philadelphia mayoralty, interrupting 67 years of Republican rule at City Hall. In 1952 Adlai Stevenson took the city by 162,000 votes—an election freak that bewildered the experts and bothered the Republican National Committee. It should have jogged the Republicans of Pennsylvania out of their complacency, but it didn't.

Finally—and most importantly—the

still has a deep admiration and respect for his father.

Guy Leader, at 67, is a prosperous breeder of Black Angus cattle and prize poultry. "Leader Leghorns" are justly famed in eastern Pennsylvania: the two top egg-laying hens at the Harrisburg state egg-laying contest in 1953 and 1954 came from the lush, 500-acre Leader Farms, and Leader Angus cattle have been Grand Champions in the last four Reading fairs. Like most Yorkmen, Guy Leader learned his trade early. "It became my job to assist my mother with her flock of chickens," he recalls, "caring for setting hens, making coops from store boxes for the cluck and her little brood when the chicks were hatched, seeing that they were fed and watered and that their heads were greased to kill the head lice when they

* From left, Frederick (5), Jane Ellen (9 months), Mrs. Leader and Michael (9).

appeared. At times, I assisted my mother in her efforts to remove tapeworms from their throats by the use of a hair from the tail of a horse. I might add that this last effort was not always successful. Occasionally, the patient died.

Along with poultry, Guy Leader developed a lifelong interest in politics, became a local Democratic leader (York County, resting on the Mason-Dixon line) has always been sympathetic to the Democratic Party. It was only natural that his seven children should consume large slabs of politics along with the *appel sas kuchen schmierkäse* and Lebanon bacon at their father's groaning dinner table. As a teenager, George chauffeured voters on Election Day, and while he was in college, he "worked the polls" for his sister-in-law's father, who was running for the York County Commission. (He won.) In 1940 George became county chairman ("I was the only one who could not talk his way out"), and in 1950, when his father retired from the state senate after a four-year term, George succeeded him. In Harrisburg he had a good record as a mender of factional splits, but after seven generations, George regarded himself as fundamentally a farmer. "I didn't look on politics as a career when I first got into it," he said last week, "and I still don't."

"You Are a Lutheran." George had been an alert student, frisked through eight grades at the local one-room school in six years, graduated from York High at 16. He wanted to go to Swarthmore, but his father Leader vetoed that seat of Quakerism with five words: "No, you are a Lutheran."^{**} So George obediently went off to nearby Gettysburg College, a small (1,200 students) institution affiliated with the Lutheran Church. In his senior year he transferred to the University of Pennsylvania in order to study more political science, sociology and history. He graduated in 1939, and promptly married Mary Jane Strickler, a pretty, dark-haired local girl he had met at a Lutheran Sunday school party.

In 1942 George went to the Wharton School of Finance, but left after one semester to enlist in the Navy. For three years (including ten months in the Pacific) Leader was a World War II supply officer. After the war he returned to York County and (with the help of a G.I. loan) bought Willow Brook Farm, a 28-acre outfit with a tidy 80-year-old brick house and an operating hatchery just 15 miles from his birthplace. After a grinding first year, Willow Brook Farm paid off handsomely. Leader now sells more than 1,000,000 chicks and 60,000 broilers each year.

Mary Leader looks after the three young Leaders and takes care of Willow Brook's books, clattering out the account on her typewriter and balancing the book until midnight, most nights, while George

^{*} George's mother's people are Dunkards, trine-immersion (three-dip baptism) religious sect that frowns on such sinful adornments as buttons and neckties.

DEMOCRATS IN THE STATE HOUSE

International



ORVILLE FREEMAN, Democratic-Farmer Labor candidate, tallies votes with wife Jane; he won by safe margin in second Minnesota governorship try.



New York Daily Mirror

International



G. MENNEN WILLIAMS, wife Nancy and children (Wendy, Gerry, Nancy) take victory in stride after fourth-term Democratic triumph in Michigan.

Detroit Times—International



ABRAHAM RIBICOFF, with wife Ruth in Hartford home, hears he has scored 2,800-vote Connecticut victory over Governor John Lodge.

relaxes in front of the TV set. (His favorite performers: Imogene Coca, Sid Caesar, Sam Levenson.)

The governor-elect reads history for relaxation, has no hobbies, and keeps his slim figure (6 ft., 164 lbs.) without resorting to athletics. He smokes big black cigars, and rarely drinks. (On election night in Harrisburg, while other Democrats were whooping it up, the candidate did not even indulge in a victory toast.)

Losing Constructively. George Leader's long leap from Willow Brook Farm to the Statehouse in Harrisburg could only happen in Pennsylvania politics. Last February, when the state's top Democrats met in Harrisburg to select a gubernatorial candidate, Leader was just an uninvited nonentity. On the face of it, the logical Democratic candidate was Philadelphia's District Attorney Richardson Dilworth, who had given John Fine a hard fight in the gubernatorial race of 1950. But Dilworth, and his friend, Philadelphia's Mayor Joseph Clark, were embroiled in a nasty intraparty battle over a new city charter with William Green Jr., chairman of the Philadelphia Democratic committee. Under the circumstances, Dick Dilworth felt that neither he nor any Democrat could win in 1954, so he took himself out of the running.

The meeting adjourned in some confusion, with no candidate clearly in mind. After much bickering, regrets and elimination, the name of State Senator Leader eventually bobbed to the surface. As a Yorkman, Leader belonged to neither the Gogs of Philadelphia nor Magogs of Pittsburgh. Clark and Dilworth admired Leader's liberal views; Boss Green decided he had discovered Leader; Pittsburgh's Mayor David Lawrence, who is also Democratic national committeeman, found him politically impeccable. Farmer Leader seemed an excellent choice to sotien up the farm vote for a Democratic sweep in 1958. Thus, almost by default, George Leader was picked as a candidate. Everyone settled back with the complacent expectation that Leader would lose—everyone, that is, but the candidate.

Losin Complacently. In the Republican camp there was smugness of another sort. In a century of highly successful Republican bosses, just two Democrats had tiptoed into the Statehouse. Since the 1938 debacle of George Earle¹⁰ and his dazed administration, a succession of Old Guard Republicans had moved, like a procession of pelicans, into the governor's chair, led by Arthur James, whose conservatism extended to his high-button shoes. In 1946 it came the turn of James Duff, a bristle-thatched bird of another feather. Midway in his term, Duff led a

¹⁰ After his four-year fling at Pennsylvania politics, millionaire Earle served briefly as U.S. Minister to Bulgaria, engaged in a well-publicized brawl with a Nazi officer in a Sofia café. In 1948 he turned Republican for a while. This year he "withdrew his support" from the Republicans because of what Secretary Wilson said about the unemployed, but Earle refused to come out for the Democratic Party "until it takes a stronger stand against Communism."

coup d'état against Boss Joe Grundy and his Pennsylvania Manufacturers' Association. In 1950, what was left of Pennsylvania's Republican power was picked up by a group of county leaders called the Blue Bell Boys (because they held strategy dinners at the Blue Bell Inn, north of Philadelphia). The Blue Bell Boys sent Jim Duff off to the Senate and John Fine to Harrisburg.

Before long, Governor Fine developed a roaring case of political schizophrenia: sometimes he was a Duffman, sometimes he courted the P.M.A. By this year, he had retired, sulking, to his ivory tower in Harrisburg. Meanwhile, the P.M.A. was not what it used to be; Joe Grundy, 91, had retired after half a century of politics, and his successor, G. Mason Owlett, did not have the master's touch. When Owlett, the Blue Bell Boys and the other



Joseph McGinnis—Philadelphia Daily News
DEMOCRAT MATT MCCLOSKEY
The bosses rolled round.

G.O.P. leaders met at Hershey (where even the famed rose gardens are permeated with *ear au chocolat*). Wood seemed the "logical" candidate, mainly because he was lieutenant governor. By the time the brandy and cigars were ordered in Hershey, everything was in *appel sas knusche* order.

Lloyd Wood was presented as a "harmony" candidate, agreeable to all factions of Pennsylvania Republicans, from Duff to Owlett. But he had no organization, no campaign director, and the guidance he got from the headless group of bosses was conflicting and shifting. At first he was to be dignified, and act like a statesman. Later in the campaign, he was ordered to attack the Democrats. In the end, he was to be constructive. When Wood invaded Pittsburgh, where Dave Lawrence's unpopular wage tax was a sitting duck, Wood ignored Lawrence, overlooked the burning issue. When Leader challenged him to a debate on the issues, Wood, who is also a farmer, responded

with a challenge to a plowing contest. Leader replied that he would plow if Wood would debate. Wood dropped the whole thing. The G.O.P. gave Wood plenty of money (about \$2,000,000), and much of this was used for TV, on which Wood made a poor impression.

They Finally Came to Dinner. The Democrats, on the other hand, ran a flawless campaign—but not until Candidate Leader had been tirelessly beating the hustings on his own for months. The Democratic awakening can be measured in terms of one \$100-a-plate dinner in Harrisburg, with Adlai Stevenson as the featured speaker. The dinner was first scheduled in April, but when local Democrats sold precisely seven tickets, it was hurriedly postponed. In June it was rescheduled, and sales soared more than 300%—to 22 tickets. Again the dinner was put off. In September—after the professionals moved in behind Candidate Leader and the campaign gathered momentum—the dinner finally came off. The Democrats brought in 2,014 paid-up diners, the evening was a howling success, and the party suddenly realized, to its surprise, that Leader was going down the straight ears pricked.

In the interim, between the second and third invitations to the Stevenson dinner, the Democratic bigwigs suddenly realized that now was the time for the party to come to the aid of a good man. The bosses rallied around Leader. Millionaire Matt McCloskey, a flint-eyed Philadelphia contractor who was largely responsible for the factional fight that broke up the Earle administration, agreed to serve as financial chairman. Dave Lawrence produced Joseph Barr to mastermind campaign strategy. A renegade pressagent from the P.M.A. was hired to lacerate and torment his former bosses.

Belatedly, the Republican hares realized what was happening. In his father's grey Chrysler, Tortoise Leader piled up 30,000 miles of campaigning, mostly in the Pennsylvania midlands (he spent a total of three days in Philadelphia, two in Pittsburgh during the campaign). He shook 100,000 outstretched hands and nourished a king-size callus on his palm to prove it. In the farm districts, Farmer Leader was a sensation. In the anthracite counties, lighting the issue of unemployment, he burned like a blue flame. "How many unemployed here?" he would ask his audience. "Raise your hands." And sometimes 90% of his listeners held their hands up. With the Fine administration's bumbling as a target, he sacked ancient Republican citadels like Lehigh County (Allentown) and Fine's own Luzerne County (Wilkes-Barre). In the bedroom counties around Philadelphia, normally heavily Republican, Wood looked too much like a professional politician; Leader looked "sincere."

"One for John." On Election Day, complacent Republicans were still claiming victory by 30,000 votes—and complacent political reporters were believing them. When the overwhelming returns were in, the Republicans were stunned

JUDGMENTS & PROPHECIES

On the Election

The pro-Ike MADISON, WIS. STATE JOURNAL: The Republicans deserved to lose this one, not because their record was bad, but because they failed to tell the voters how good it actually was. The Republicans had a record of winning and maintaining the peace, cutting taxes, beginning the job of eradicating Communists and Communist influence from government. But the Republicans let the opposition call the signals.

Hearsi's pro-Eisenhower, pro-McCarthy NEW YORK JOURNAL-AMERICAN: There are three chief causes for the comparatively good showing of the Republicans: 1) The honest-to-goodness grass roots campaign by Vice President Dick Nixon. 2) The dramatic last-minute appeal by Senator Joseph McCarthy to Republicans to forget their differences. 3) The eleventh-hour realization by Republican campaigners that they were in a fight and not punting in the moonlight.

The pro-Ike, pro-Douglas CHICAGO DAILY SUN-TIMES: This election may also be a last-time warning to the Old Guard to either get in step with the 20th century, as represented by Mr. Eisenhower, or bring the GOP down in ruins. The Nixons and the Knowlands have had their say and have been found wanting.

The Democratic ATLANTA CONSTITUTION: The Eisenhower crusade, which was shackled by Joe McCarthy, isolationists and the President's lack of positive leadership, lost momentum. The professionals about the President never really believed in the crusade; the amateurs who did were politically inept.

The pro-Ike PORTLAND OREGONIAN: The election was a crazy quilt stitched on personalities and local issues. The Democratic-Labor coalition hit the question of unemployment with everything it had, tied it up with administration indifference to tax relief for working people and "give-away" of natural resources. The Eisenhower administration failed to put together a power program for the Northwest.

The NEW YORK DAILY NEWS: The Republicans didn't begin to put in their best licks till about three weeks ago, with President Eisenhower having to be prodded to roll up his sleeves. If he had slugged sooner, oftener and harder, his party would have kept and strengthened its control of Congress.

Moscow's IZVESTIA: American voters registered a protest against Republican policy, rather than support of the Democrats, who did not hold out any concrete program. The returns showed that the American people do not approve the policy of fascism and aggression promoted by the U.S.A.'s leading circles.

London's conservative DAILY TELEGRAPH: President Eisenhower is still a popular President. It seems likely it was his abiding prestige and personal intervention in the campaign that stopped the movement away from the Republican Party [from] becoming the landslide that was being freely predicted.

Roscoe DRUMMOND, the Republican New York Herald Tribune's chief Washington correspondent: The real "secret weapon" of the Republican campaign and the Republican winner of 1952 is Ezra Taft Benson, the flexible price-support Secretary of Agriculture. The "farm revolt" just didn't develop. And Secretary Benson has shown himself to be, not the bogeyman, but the strong man of the Republican campaign, second only to the President himself.

Pundit WALTER LIPPmann: General Eisenhower needed to bring to the Republicans a sizable proportion of the voters who backed him in 1952. He has not done it because in the past two years he has not conducted an administration which won that support. The President has gone much too far in appeasing the Republican right wing, and not nearly far enough in building up the liberal wing. The real uninhibited Eisenhower is a liberal in international relations and welfare measures. It is impossible to make a majority party out of the old-guard Republicans. General Eisenhower rightly thinks of himself as a national figure above the party struggle destined to uphold the unity of the nation against division of interests and factions. He can still be that kind of President.

The Fair-Dealing LOS ANGELES DAILY NEWS: The American people are obviously working up to something, but the stirrings at the roots have not yet burst into view. The combination of Democratic congressional increases and President Eisenhower's leadership seems to be exactly the bipartisan government the people want.

COLUMNISTS JOSEPH AND STEWART ALSOP: The biggest gainer, if the Republican Party is half-way sensible, will be President Dwight Eisenhower. The biggest losers are Joseph R. McCarthy and Franklin D. Roosevelt Jr. It is clear the Republican Party has done much better than expected in 1954, because the Republicans had a great asset in Eisenhower. [A] cleanout occurred among the President's bitterest Republican enemies, the all-out adherents of Senator McCarthy. The Republicans can still win in 1956, if they only try to do it the Eisenhower way.

COLUMNIST DREW PEARSON: The election focused more attention on the Republican demand, sure to roll up, for Eisenhower to run again. The stable of Democratic candidates has now increased. It includes: Governor Mennen ("Soapy") Williams, four-time governor of Michigan; Governor Frank Lausche, five times governor of Ohio; Senator Estes Kefauver, and Governor George Leader of Pennsylvania (see U.S. AFFAIRS).

Britain's liberal MANCHESTER GUARDIAN: For the next two years the American government will be weakened. The division between the President and Congress is bad enough even when they are in the hands of one party. There are remedies. The first lies with the President. He must be a nonpartisan President. That is a great deal to ask of any man. It means abandoning any thought of seeking the Republican nomination in 1956.

The LONDON NEWS CHRONICLE, spokesman for Britain's Liberal Party: America has had two years of bad government by a Republican Congress—and an unhappy Republican President with liberal leanings. She may now find that a Democratic Congress makes a better combination with President Eisenhower.

France's conservative LE FIGARO: President Eisenhower has always tried to obtain the collaboration of the opposition in working out his external policy. He will have his hands freer to realize his dream of a diplomatic policy exempt from all bipartisan considerations.

The conservative IL MESSAGGERO, Rome's largest newspaper: With the chauvinistic and isolationist influences of the Republican Old Guard eliminated or weakened, Eisenhower will be able to give greater impetus to his policy of collaboration with America's European allies. The famous Randall plan for greater liberalization of trade which failed to pass the previous Congress will probably find a more favorable reception in the next Congress.

The right-wing Republican CHICAGO TRIBUNE: The apparent defeat of Irving M. Ives in New York, even though it brings the multimillionaire social democrat Averell Harriman to the governor's chair, is no calamity, for it means the defeat of Thomas E. Dewey, the evil influence in the Republican Party for ten years. Ives was Dewey's hand-picked candidate. The fountaining of the Dewey machine opens up the healthy prospect that the Pawling Machiavelli will not come to the 1956 Republican Convention with New York's 96 delegates in his pocket for the fourth time in a row.

The independent GREENSBORO, N.C. DAILY NEWS: "Peace and Prosperity" offset the "pocketbook nerves." The real power will remain where it has been during the last two years, in the hands of the normally conservative Republican-Democratic coalition.

COLUMNIST DAVID LAWRENCE: There is a good prospect of a Republican sweep in 1956. The long-range trend has not departed from the Republicans and can be recovered when a popular personality is at the head of the ticket. It seems certain that Mr. Eisenhower will be drafted.

and Leader was awed. After his victory statement, a photographer asked him to go over to G.O.P. headquarters for a picture with Candidate Wood. Leader demurred. Said he: "I wouldn't want him walking in on me if I'd been beaten."

For the Republicans, the debacle was complete. Duff's luster was tarnished (he was so confident that Wood was a winner that he did not come back from a European junket until two weeks before election). The P.M.A. was outmoded.

Governor-elect Leader faces a multitude of problems, mainly economic. His Democrats could fatten themselves on the state's \$50,000 patronage jobs (biggest of any state), but he still has to face mounting unemployment in the coal regions. He has to find the more than \$1 billion needed to run the government in Harrisburg (without a state income tax) and at the same time to kill Governor Fine's sales tax. (Clerks in Pennsylvania stores collecting tax pennies, say, "And one for John.") He has to deal with mounting discontent among his fellow farmers. If he is to survive politically, he will have to deal with the bosses of his own party. The old pros had decided Leader was naive; each one had reason to believe Leader was his man. In the end, they might discover that Governor Leader is his own man.

This week George and Mary Leader set out on a well-earned vacation in Guy Leader's durable Chrysler. They didn't know where they were going—they might get as far as Florida. They didn't know how long they would be gone—they hoped it might be two weeks. All they knew was that they were going to drive very carefully and very slowly.

NEW YORK

Long Night in Manhattan

At 10:16 p.m., a little more than three hours after the polls had closed, U.S. Senator Irving Ives stepped before 200 Republicans in the ballroom of Manhattan's Roosevelt Hotel. Wearing a somber smile, Ives conceded that Democrat Averell Harriman had defeated him in the race for the most important governorship in the U.S. Projection of returns already counted showed that the Democratic candidate would win by more than 200,000 votes. Ives said that he had just wired his opponent: "It was a great fight; congratulations and best wishes." Two blocks away, at the Baltimore, Harriman's excited supporters pushed him, inadvertently, into the ladies' room.

Shortly after midnight, TV viewers got a shock about New York State when Illinois Republican Candidate Joe Meek, refusing to concede his opponent's election, said that some candidates conceded too quickly and cited Ives as an example. CBS took another look at the New York figures and found that Harriman's lead was down to 23,000—and was still dwindling as suburban and upstate returns came in. When the unofficial count was complete, 24 hours after the polls closed, Harriman was the winner by 9,657 votes,

in a total vote of more than 5,000,000. It was the closest margin in a race for governor of New York in this century.

Hardly anyone accepted the count as final. At the order of Republican Governor Thomas E. Dewey, an around-the-clock police guard was placed over voting machines. This week, with lawyers employed by Republican and Democratic organizations carefully watching the proceedings, the New York vote was recanvassed.

What's in a Name? For Averell Harriman, 63, victory would mean the attainment of a long-sought goal. The son of E. H. Harriman, Wall Street financier and railroad (Union Pacific) magnate, Averell had chosen public service as the field in which he would make his own mark. In 20 years he had held 15 major appointive jobs^o in the Roosevelt and Truman Administrations, but he had never been elected to any office. He is a doctrinaire New Dealer, but has a name,

hard-working New York Congressman who is far more New Dealish than many Democrats. (He voted against the Taft-Hartley law, for continuing federal rent control.) Statewide, he ran 176,000 ahead of Junior, 36,000 ahead of Harriman. His total vote—2,590,631—made him 1954's biggest vote-getter in the U.S.

Javits won by holding Roosevelt's margin 4% below Harriman's in Democratic New York City. Junior was cut all over the city in districts with a wide variety of voters. Some of the severest cuts in his majority came in the heavily Jewish Fifth Assembly District of Manhattan, the heart of his own congressional bailiwick, where Junior ran 5,000 votes behind Harriman, and Javits ran 5,000 ahead of Ives. In Manhattan's Fifteenth Assembly District, another heavily Jewish area, which is the heart of Javits' congressional district, Roosevelt ran 8,800 votes behind Harriman, and Javits ran 8,700 ahead of Ives.

The Ups & Downs. Averell Harriman promptly denied that he will be a candidate for President in 1956 ("I am for Adlai Stevenson"), but ne surely will be an important factor. The man who picked Harriman for the nomination, Tammany Hall Boss Carmine DeSapio, will become a far more important Democrat in New York and in the nation. As for Junior, his career has been set back a decade or more.

SEQUELS

Out in the Ninth

For six years the loyalty and/or security case of Foreign Service Officer John Paton Davies has been bobbing. Last week it was settled. Secretary of State John Foster Dulles called Davies back from Lima, Peru, where he has been counselor of embassy, and handed him his dismissal papers, ending a 23-year career in the U.S. Foreign Service.

The case against Davies started when Major General Patrick J. Hurley, shortly after resigning as Ambassador to China in 1945, charged that Davies, who had served in China on the staff of General "Vinegar Joe" Stilwell, had shown sympathy for the Chinese Communist cause. Davies has consistently denied the charge and has testified in detail to a lifelong dislike of Communism.

Between 1948 and 1953, Davies was investigated and cleared eight times. In 1953, Secretary Dulles ordered a ninth investigation on grounds that the revised Eisenhower security program called for rechecks, and because of "matters bearing upon [Davies'] responsibility which are susceptible of conflicting interpretations."

Last August a Security Hearing Board ruled that Davies is, after all, a security risk. Dulles personally took the case under review.

In announcing Davies' dismissal last week, Dulles said he believed Davies was loyal, but lacked "judgment, discretion and reliability." The key charge: "He made known his dissents from established policy outside of privileged boundaries."



Associated Press
WINNER JAVITS & WIFE
First with the most.

background and manner as unproletarian as Franklin Roosevelt.

All except one of the Democrats' statewide candidates squeaked into office with Harriman. The exception: Franklin Delano Roosevelt Jr.,† whose magic name had been expected to push him ahead of Harriman. The man who beat Junior: Republican Jacob Koppel Javits, 50, a

^o Including four with the NRA, in which he rose to be chief administrative officer in the early days of the New Deal; a series of assignments with the Office of Production Management in 1940-41; lend-lease expediter in London in 1941-43; Ambassador to Russia in 1943-46; Ambassador to Great Britain in 1946; Secretary of Commerce in 1946-48; roving ambassador for ECA in Europe in 1948-50; special assistant to the President in 1950-51; Director for Mutual Security in 1951-53.

[†] While Junior was losing, his older brother Jimmy, unfazed by his wife's adultery charges, was elected to Congress by a 3-2 margin in his Los Angeles district.

FOREIGN NEWS

WESTERN EUROPE Stratagems & Ambushes

The two strong-willed men of Continental Europe showed the mettle of their leadership last week.

Confrontation. West Germany's Chancellor Konrad Adenauer returned from the U.S. to find not only his opposition but leaders in his own coalition loudly complaining that he had given in too much to France on the Saar. Opportunistic Thomas Dehler, who had accepted the Saar accord in Paris on behalf of his right-wing Free Democratic Party, had changed his mind back in Bonn. There were elections soon in Bavaria and Hesse, and political profit to be made by attacking the agreement. Not to be outdone, the small Refugee and German parties began outshouting Dehler. Scornfully, Konrad Adenauer dressed them all down in a radio broadcast: "The elections in Hesse and Bavaria are not the yardsticks with which one should measure one's policy."

Two days later, *Der Alte* confronted Dehler and his FDP leaders in his office at Palais Schaumburg. In conciliatory fashion, he offered to convey to the French any points the FDP had to make. Experts were scheduled to meet to work out some details anyway, and the points could be brought up then. The FDP leaders emerged looking pleased. Exuberantly, Party Deputy Chairman August Martin Euler told newsmen that there were going to be new Saar talks with the French. "Reopening of Saar talks," said the headlines. No such thing, answered the French Foreign Office. Hastily the German Foreign Service sent off assurances to Paris that Adenauer had no intention of asking Premier Mendès-France for any "interpretations" or "protocols." Adenauer had only promised the FDP to put their points to the French. He was still in full command of the situation.

Confidence. In Paris, as he had promised he would, Mendès-France got the Assembly to schedule debate on the Paris agreements the week of Dec. 13. Then he plunged into what the French call the *terrain de l'embuscade* (ambush country) of French politics—the budget. Most of France's 10 postwar governments have been trapped and brought down not on the high ground of national or foreign policy, but in the tricky thickets of the budget.

Characteristically, Mendès tried to flush out lurking marauders at the start. French Deputies hate to raise taxes but love to raise the salaries of government workers. Since the Assembly cannot increase the government's allocations, its favorite device for forcing the government to increase salaries is to send any budget item back to committee. Mendès sternly warned that he would tolerate no "untoward maneuvers." Unbelieving, the members of the Assembly went right ahead, prepared to send back to committee the

estimate for the Ministry of Posts and Telegraphs.

Mendès stalked to the rostrum. Tight-lipped and curt, he announced that he was making the approval of this minor item a matter of confidence, and staking his government on the outcome. What was more, he warned he would repeat this procedure as often as necessary to get the budget voted on time.

Deputies grumbled unhappily about "government by machine gun," but few thought the Assembly would dare to refuse Mendès his vote of confidence. He was too popular with the country, his victories at London and Paris too recent, his scheduled visit to Washington too close. They grumbled; but Mendès-France, too, seemed to be well in control of things.



Associated Press
U.S. NEGOTIATOR PATTERSON
Calm the visionary, disprove the cynic.

THE UNITED NATIONS America's Atomic Plan

Last week, before the U.N.'s Political Committee, the U.S. unrolled its blueprints for President Eisenhower's "atoms for peace" plan. It involved, said U.S. Ambassador Henry Cabot Lodge Jr., the setting up of an International Atomic Energy Agency, which would be loosely linked to U.N. (as are such agencies as UNESCO) but not directly under U.N., so as to avoid Russian vetoes. Member nations (eight Western atomic powers) would contribute materials and information, support it with money, make their scientists and facilities available to others. The original U.S. plan for a kind of atomic bank, owning, storing and doling out its own atomic riches, had been changed after Russia refused to participate. Instead, said Lodge, the agency would act only as a "clearinghouse" for requests made by atomic "have-nots"—more a broker than a banker.

Roses in the Deserts. Able New York Industrialist Morehead Patterson, appointed by President Eisenhower to press negotiations with the other "have" nations, promised to "move fast." But the U.S. was not going to wait for creation of the agency itself. To get Eisenhower's program started in spirit and fact, the U.S. offered a proposal of its own. It was ready, said Lodge, to conclude bilateral agreements with other nations to help them build and operate research reactors; the U.S. would furnish technical advice and help, and supply fissionable materials. In addition, the U.S. would throw open a large part of its research and training facilities to all nations.

Early next year, said Lodge, the U.S. will establish a reactor training school to which 30 to 50 foreign scientists will be invited. The Atomic Energy Commission will sponsor courses, open to all nations, in atomic preventive medicine, disposal of atomic wastes, the use of radio-isotopes as tracers. Brookhaven, Argonne and Oak Ridge will open to foreign scientists one-to-two year courses in the use of atomic energy in medicine and biology; 150 foreign specialists will visit U.S. cancer research centers. For cooperating nations, the U.S. has built up ten complete libraries of nonclassified atomic publications totaling 300 feet of shelf space.

But most "have-not" nations seem to be chiefly interested in atomic power. The U.S.'s problem is to calm down the visionary while disproving the cynical. The excitable happily envision a kind of atomic Marshall Plan setting up atomic power reactors on every hilltop, making deserts bloom like a rose. The cynical doubt that anything will come of the plan but an exchange of talk and papers.

Fuel but No Car. In fact, the agency will not build reactors for anybody; it will merely supply advice and nuclear fuel to operate them. Said Patterson: "The agency is not designed to give someone a car. It will give him the gas, help him learn to drive, give him a road map, but he'll have to shop around for the car himself. It might work like this: some country comes along, saying I want to light my principal city with atomic power. What can the pool do? First, we would say that he needed some training—to go to driving school before he got a driver's license. Then there is the matter of health—you must have people who won't burn their fingers. We would tell him: send some of your smartest boys over here for training. Then, get a research reactor built, so that when they get back they will have something to work with. You can get nonclassified designs for it, and the AEC can tell you where. When you get it built, we will give you fissionable material for that." Finally, perhaps five years later, having accumulated experience and skill, the country could buy or build its own power reactor.

There was little real expectation that

Russia would join the agency, now or ever, even though Russia has recently hinted that the possibilities of negotiation "have not been exhausted." Said Lodge: "We are determined that this hopeful enterprise shall not be deterred or delayed or interminably frustrated."

RUSSIA

Anniversary Waltz

"Everywhere," shouted Russia's Marshal Nikolai Bulganin last week to the crowds gathered in Red Square to celebrate the 67th anniversary of the Bolshevik revolution, "the warmongers are still continuing and increasing their activity." Such words are as expected a part of revolutionary celebrations as references to Old Glory on the U.S. Fourth of July. But last week the remarks were milder. When the usual parades were over, several representatives of the "warmongering" U.S. were among honored guests at a huge Kremlin banquet. There for the first time, U.S. Ambassador Charles Bohlen broke bread with Premier Georgy Malenkov.

Malenkov walked amicably among the 2,000 guests, cracked jokes, sang a folk song and chatted with a visiting Democratic Congressman from Oklahoma, Victor Wickersham. "You are an American Congressman," said Malenkov. "Take my message back to America. We have been friends and we want to go on being friends." Then Malenkov asked Wickersham: "You are not afraid here, are you?" Wickersham said he was not.

At another point, Molotov raised his glass to "better understanding" between the U.S. and Russia. "Chip" Bohlen re-

sponded handsomely by describing Comrade Molotov as "the most experienced diplomat in this room," recalled Molotov's incognito visit to Washington as "Mr. Brown" during World War II, and boasted "his next visit to Washington." Then Bohlen leaned over to reporters behind him and made it plain that he was not really extending an invitation.

WEST GERMANY

The Great Grock

Wave upon wave of applause filled a circus tent in Hamburg last week as a preposterous, shambling clown, his baggy pants secured by a huge safety pin, his crudely gloved hands the essence of misplaced elegance, finished his turn. Friends and fans had come from as far away as Italy and England to see his act. They stood on their chairs, stomping and cheering. Long after the clown himself had shuffled off, wiping a tear from his dead-white face with a floppy sleeve, the cheers ran on, until at last a loudspeaker blared: "Please, ladies and gentlemen, do not applaud any longer. Grock is not coming back. Grock is never coming back."

The audience of 3,000 found it hard to believe that The Great Grock would ever give up the limelight and the sawdust, but the fact was that at 74, Europe's greatest clown was tired. As Adrian Wettach, the son of a Swiss watchmaker, he ran away from home at 14 to try his luck in greasepaint. For 60 years he played in circuses and music halls across the length and breadth of Europe and England. On a continent where clowns are universally rated as the top act in any circus, Grock was acclaimed as the greatest of them all. The Queen of Spain once gave premature birth to a royal heir from laughing too hard at his antics. Winston Churchill once urged him to take out British citizenship so that Britons might claim him as their own. Even Charlie Chaplin was once kind enough to concede that Grock was almost as good as he.

Offstage a solemn and fastidious artist who speaks seven languages and boasts an honorary Ph.D., The Great Grock spent hours and years polishing and perfecting the details of his performance. But he never tampered with its essential ingredients, which were as simple and absurd as life itself: a tiny fiddle produced from a monstrous case, the almost miraculous discovery that it is easier to push a stool toward a piano than it is to push a piano toward a stool, his look of ecstatic appreciation at a single sour musical note produced all by himself. In such endless re-enactment of simple and simple-minded truth, everyman could forget his own absurdity and laugh instead at Grock's.

Last week, soon after the curtain fell for the last time on his act, Grock and his devoted Italian wife headed for retirement and a 50-room villa on the Italian Riviera. He had earned his rest without question, "but who," asked one of the million-odd friends he had left behind, "will ever be able to make us laugh like that again?"

Number Three

Inside the dirty red brick fortress of Spandau in the British sector of Berlin, behind a maze of walls, electric fences and steel doors guarded by the machine guns and soldiers of four nations, Prisoner No. 3, an old man of 81, was dying. Once,



Associated Press

VON NEURATH & DAUGHTER
Dim eyes saw glittering days.

Baron Konstantin von Neurath, fluent linguist and brilliant diplomat, had suavely served the Weimar Republic as Foreign Minister, then without apparent twinge of conscience served Hitler. In 1941 he finally resigned as Hitler's "Protector" of Bohemia-Moravia, but by then he had gone too far; the verdict at Nürnberg in 1946 was: "For carrying out and assuming responsibility for the execution of the foreign policy of the Nazi conspirators, and authorizing, directing and taking part in war crimes and crimes against humanity—fifteen years' imprisonment."

Now, after eight years and one month of his sentence, No. 3 could barely see because of the cataracts in his eyes. Afternoons he worked in the prison gardens where occasionally his angina pectoris would grip his chest so that he would cry out and sink stiffly to the ground. A waiting guard would rush forward, break a Trinitrin capsule under his nose and the old man would get up and go back to work.

Six in the Audience. He was the only one of the war criminals in Spandau who got along with all six of his companions. Albert Speer, No. 5, Hitler's production genius, said: "If we didn't have Von Neurath, we would all go crazy." They were an ill-assorted lot: fat, bald, obscene Walter Funk (No. 6); rich, young, suicidal Baldur von Schirach (No. 1); dangerous, unrepentant ex-Admiral Karl Doenitz (No. 2); weird, half-sane Rudolf Hess (No. 7); arthritic, pious ex-Admiral Erich Raeder (No. 4). Von Neurath would recall



Radio GMBH, Hamburg

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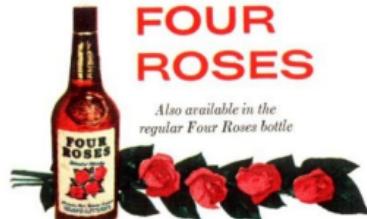
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to give what he'd rather get...

The same fine whiskey—America's holiday favorite—in a Special Gift Bottle.

This year, you have a golden opportunity to present America's favorite gift whiskey in a Special Gift Bottle — beautifully designed to express the "extra-special" feeling that is part of giving (or getting) Four Roses. (And at no extra cost, including attractive gift carton.)

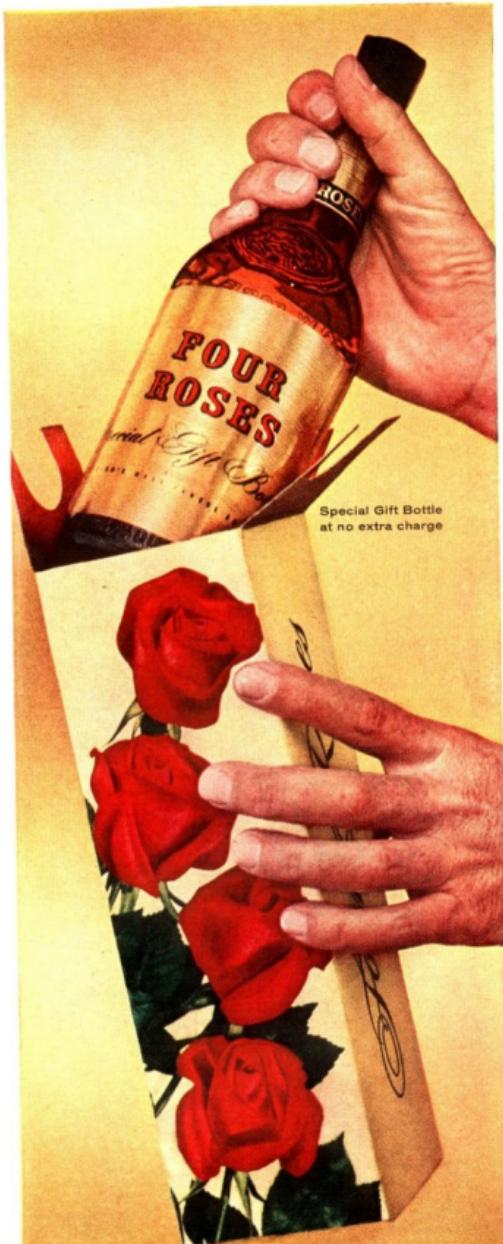
For Four Roses—in the "holiday" gift bottle—is the same fine whiskey that millions have come to know and respect in the regular Four Roses bottle—the same fine whiskey that has long been America's holiday favorite.

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FOUR ROSES

*Also available in the
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for them the glittering days when he was his country's envoy to the Kings of Italy and Great Britain. He had been a childhood friend of Britain's Queen Mary, who called him "Little Konstantin," and once he saved her from being burned to death in her bedroom.

In Spandau, with his unloved and unloving mates, he was always courteous and rarely complained, as they did. But to his wife, the baroness, he wrote: "I don't think I can stand it much longer." Repeatedly, Britain, France and the U.S. suggested to Russia (which shares in the running of Spandau) that old Baron von Neurath be let out of prison to die. Each time the Russians said no. Sir Winston Churchill confessed in the House of Commons: "Von Neurath has my sympathy."

Four in Agreement. Last week to everyone's surprise, Soviet High Commissioner Georgi Pushkin suddenly proposed Von Neurath's "premature" release. The Russians obviously hoped thereby to gain a little favor with nationalistic Germany. "Tactical humanitarianism," snorted the *Mannheimer Morgen*, but the allies sent identical replies to the Soviets: "My government agrees . . ."

At 11:50 one morning last week, the hollow-faced old aristocrat hobbled out of the prison on a cane, smiled briefly, and with his daughter at his side rode to freedom in a hired automobile. Nothing he owned at war's end fitted him now, and he wore corduroy trousers, a checked shirt, a green tie, and a cheap jacket, from which his jailers only the night before had removed the large numeral 3.

Guests

In the early days of Allied occupation, U.S. troops in Germany lived as high as Roman conquerors. A few parlayed their privileges into tidy personal fortunes; all of them got special prerogatives denied the Germans. Little by little, as circumstances changed a defeated enemy into a necessary ally, occupation authorities trimmed down special privileges. By 1952 it was no longer possible for U.S. Army personnel to get free servants (chargeable to West Germany as an occupation cost), or to ride first-class on a third-class railway ticket. But no amount of self-imposed limitations altered the fact that the Allied occupation troops were essentially immune to German law.

Last week, in special seminars anticipating the sovereign status West Germany will shortly enjoy, U.S. Army units all over Germany were busy teaching the conquerors to become guests. As aliens subject to German law, G.I.s will no longer be exempt from German excise taxes or the compulsory German auto insurance law. If they live in a requisitioned house, they will have to get out within a year. Unlike the Germans themselves, the G.I.s will not be subject to property or income taxes: nor will they be subject to criminal prosecution in German courts (though the German police will have the right to "detain" them under certain conditions).

But most important of all for many a G.I., all occupying forces will in future be subject to German civil jurisdiction. Since British, French and American occupation soldiers have fathered an estimated 150,000 illegitimate German children, this means that many a G.I. (some 70,000 of the children are guessed to be American) now basking in occupation immunity may soon be called to court to account for his sin and support his child.

FRANCE Suitcase or Coffin?

Algeria's Moslems have a saying: "When it is very hot in Tunisia or Morocco, it is warm in Algeria." The violence that has erupted so often in Tunisia and Morocco has caused only tremors in Algeria. But last week, for the first time in



MESSALI HADJ
Synchronized violence.

nine years, it was very hot in Algeria. Paris was shocked: unlike Tunisia and Morocco ("protectorates" in name, but actually colonies), Algeria is part of metropolitan France, and its people, Arab and Frenchman alike, are French citizens. Algeria's three departments have as much standing in the French Assembly as any departments between the Pyrenees and the Rhine.

The rattle of guns started in Algeria one morning, an hour after midnight, and seemed to be directed from a single central source:

¶ At Ouïllis (near Oran) a guard surprised a group of armed men who were trying to wreck a power transformer. They shot him dead.

¶ A young Frenchman named Laurent François heard that terrorists were abroad, drove to the police station in Cassaigne for protection. At the station entrance, a shot from the shadows drilled him through the head.

¶ In the mountain district of Aurès, terrorists stopped a car containing a kaid (rural chieftain) who was also a French army captain, and a young French husband and wife who were teachers. They clubbed the kaid to a pulp, then killed the Frenchman, then stabbed and raped the young woman, who survived and was rescued.

¶ Terrorists closed in on Atris, the administrative center of Aurès, poured in repeated volleys of rifle fire. All the inhabitants of Foum-Toub were evacuated, to prevent slaughter or capture by the bandits.

Pursuit in the Hills. When the bloody day ended, eight Frenchmen and pro-French natives were dead, more than 30 wounded. Paris' *Le Monde* lamented: "All this happened as if an invisible hand were looking for a way to destroy Franco-North African solidarity at the exact moment when we were about ready to strengthen it." Premier Pierre Mendès-France, who wants peace and a settlement in North Africa, had just served notice, in one of his fireside chats, that his government was going ahead with plans to let French Africa "have her large part in the social and economic expansion of the entire French Union."

At the urging of Governor General Roger Léonard, Paris dispatched 1,600 paratroopers and 1,400 security troops to reinforce the 10,000 soldiers already in Algeria. French armored columns pursued the terrorists up deep ravines in the mountains, with fighter planes for cover. In the cities, known nationalist hangouts were raided, more than 175 suspects jailed. Even some homes of North Africans living in Marseille and Lyon were searched.

"The Only Negotiation . . ." French officials blamed the outbreak on three sinister influences acting in concert: 1) Tunisian fellahs (bandits), hard-pressed in their own country, who had crossed the Algerian border; 2) the inflammatory Cairo radio; 3) the extremist nationalist Algerian movement known as the MTLD (Movement for the Triumph of Democratic Liberties). Leader of the MTLD is Ahmed Messali Hadj, now in exile at Les Sables-d'Olonne, France, but reported in contact with Algerian underground leaders, and suspected of being the hand that set off last week's synchronized violence.

The French say they will not negotiate the Algerian question—that revolt on the soil of Algeria is treason. "The only negotiation," said Interior Minister François Mitterrand, "is war." The Algerian nationalists have an answer: "*La valise ou le cercueil!*"—meaning, if you don't take a traveling bag, you will get a coffin.

Down Comes the Tricolor

After 200 rich colonial years, the "French presence" in India came to an end. Pondicherry and three other small enclaves ("pimplies on the face of India" Jawaharlal Nehru had once called them) were turned over to India, in accordance



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with the recent agreement between Nehru and Pierre Mendès-France. Thus India effortlessly picked up 103 square miles of territory and 320,000 new citizens. The reek of gunpowder attended the takeover, but it came from joyfully exploding fireworks.

Not everybody was happy. When the time came last week to lower France's tricolor, sullen French officials did it surreptitiously, to foil eager Indian photographers. Pondicherry had been widely known as a "good-time town" and a smuggler's paradise (less than 1% of the millions of dollars worth of watches, silks and other luxury goods imported into Pondicherry went to its local citizens). Last week elderly, solemn Indian officials moved into choice hotel rooms previously used as brothels. One disgruntled hotelman pointed to a big stack of empty whisky bottles beside his back veranda and sighed: "That is a sight that Pondicherry will not again see."

Now that the French were leaving quietly, the Indians felt a little more kindly towards them, and even placed a wreath at the foot of a statue to France's great colonial conqueror, General Joseph François Duplex.

IRAN

Death of a Prince

Mohammed Reza Pahlavi, Shah of Persia, lit cigarette after cigarette with shaking hands as he stood on the tarmac of Teheran's Mehrabad airport one evening last week. At ten-minute intervals, planes glided in to land. None of them brought the news the Shah was waiting to hear: word of his missing brother, 32-year-old Prince Ali Reza, heir to the Iranian throne.

Prince Ali had gone up north to hunt, and to look in on his plantations near the Soviet frontier, but planned to return to Teheran for the Shah's 35th birthday celebration. When he arrived at the airstrip at Gurgan, the pilot of his single-engined Piper pointed to the snow-capped mountains wreathed in ominous clouds, but the prince was anxious to start home. Before he took off, Ali did an act of kindness: into his plane he loaded an old peasant ill with tuberculosis, who needed immediate hospitalization. Then the plane, carrying prince and peasant, headed for the capital two hours away.

It never arrived in Teheran. The Shah's birthday party was called off, and 25 Iranian-piloted Thunderbolts, assisted by eight U.S. Air Force planes, began a methodical sweep over the desolate Turkoman steppe. On the fifth day of searching, three peasants saw vultures swooping over a hidden ravine in the Elburz Mountains, only 42 miles from Teheran. The peasants went to the spot and there found the bodies of the prince and his two companions.

Ali's death leaves Iran without an heir presumptive. The Pahlavi dynasty began only with the Shah's father, a one-time army sergeant who seized the throne. The Shah himself has no sons. His five half brothers are the sons of princesses of the old rival Kajar dynasty, and are con-



Camera Press—Fox

PRINCE ALI REZA
Vultures told the way.

stitutionally barred from royal succession. Parliament can, however, shut its eyes and grant Iranian "quality" to one of the half brothers, making him eligible for the throne.

GREAT BRITAIN

Lords for Sale

One of Britain's most resounding titles, which for sheer euphony tops that of many a noble duke and earl, is held by the Lord of the Manor of Circum cum Wilcocks alias Fransham Parva in the parish of Little Fransham. Last week, along with 26 other manorial lordships, it was knocked down at auction for a paltry \$924. At the same auction, London Bookseller William Alfred Foyle bought himself five lordships for \$5,400.

Unlike the patents of nobility borne by Britain's peers, which no man can buy, the ancient feudal title, lord of the manor, has long been negotiable. In times past it carried with it many valuable perquisites, and it was not unusual for the old squire in the big house up on the hill to sell them off for a spot of ready cash. The 27 titles up for sale last week were part of a collection bought purely as investments in the 19th century by a shrewd old Essex solicitor named Joseph Beaumont.

Since Beaumont's day, however, Britain's Property Acts have wiped out most of the manorial lord's "perks" (or perquisites). Today the best a lord of the manor can hope for is a few pounds a year from public utilities for putting telephone poles on his property. But the deeds are still inscribed on heavy, ancient parchments that make magnificent souvenirs. Unfortunately, the deeds cannot be taken out of the country, which discouraged Americans last week from scooping up such handsome titles as Lord of the Manor of Overhall and Netherhall, or Callis Metholds and Wimbolds.

The Big Clock

For 17 years Thomas Manners, 52, helped to record the inexorable passage of time in London's sprawling law courts. As a clock mechanic in the Ministry of Works, it was his duty to wind, inspect and keep on time the 500 clocks scattered throughout the great building. One day last week, Manners climbed the stone stairs of the tall main tower to tend the intricate mechanism of gears, chains and weights in the great central clock that juts out from the law courts at Temple Bar, above London's busy Strand.

Manners' twice-weekly chore with the big clock was a simple matter of starting the motor that winds its huge weights into place. As he worked away inside the tower, hurrying Londoners in the crowded Strand below glanced up as usual for a reassuring look at the great white dial that guided their daily scurrying. Auto horns blared their impatience at a moment's delay, exhaust pipes splattered with self-importance, old friends called out greetings, and tardy law clerks beat sharp tattoos on the pavements with hurrying heels. In the cacophony that makes a great city, no one would hear a cry for help coming from behind the clock face in the tower 100 ft. above their heads. On and around the clock's great hands moved, slow and inexorable, with never a slip.

Two hours later, the clock was still running, still keeping perfect time, but something was wrong. Two other clock mechanics went up the tower to see why the great clock was no longer striking the hours. There, his long brown work smock caught in the relentless turning gears of the clock's winding mechanism, they found Thomas Manners, strangled to death by the clock he had tended so long and faithfully.

Busy Courtship

Red China, busily courting Britain, last week sought in small ways to show what a fine companion she would make. But she also showed plainly, in rationing out her favors, that she was in full control of her emotions. In three moves, Peking:

¶ Agreed without haggling to Britain's demand for £367,000 (\$1,027,600) compensation for shooting down a Cathay Pacific Skymaster off Hainan Island last July 23, in which ten passengers (three of them American) lost their lives. Peking has rejected three U.S. protests, but took the British protest in good grace and even promised that "measures have been taken to prevent recurrence of such incidents."

¶ Sent Huan Hsiang, former chief of the Western desk in China's Foreign Ministry, to Downing Street to present his credentials to Sir Anthony Eden as Red China's first official diplomatic envoy to Britain. His appearance is a little belated. London has kept chargés d'affaires in Peking for nearly five years. They have spent most of the time cooling their heels in the waiting rooms of petty functionaries.

¶ Prepared to receive two delegations of British businessmen, representing such gilt-edged capitalists as the Federation of

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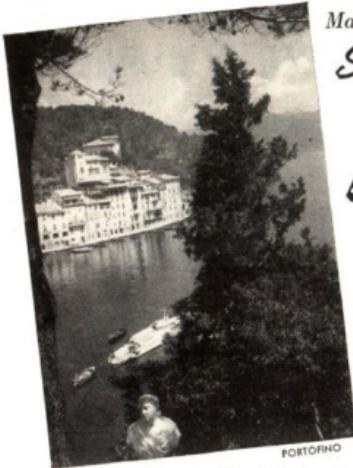
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British Industries and the British Chamber of Commerce. Originally, only twelve firms wanted to send representatives; the list now numbers more than 60. All of them, remembering the expropriation of Britain's great investments in Shanghai, seem resigned to doing business with China, but not in China.

KOREA

The Unstable Hwan

One day last spring, Arthur Dean, President Eisenhower's special envoy to South Korea, sat in Syngman Rhee's presidential mansion, discussing Korea's galloping inflation. Dean thought the solution was to let the hwan find its own level (*i.e.*, free-market dollar value), then siphon away the excess hwan currency that was drowning the country. Said Syngman Rhee: "Nonsense. The best way to fight inflation



United Press

KOREAN WITH GREENBACK PAY
Mr. Rhee was no rain maker.

is to say that the hwan is worth 180 to the dollar and then keep it there." At that time the hwan was worth less than that and fast losing ground.

The two men strolled out to a wisteria-covered arbor. Arthur Dean looked up at the cloudless sky and said: "Mr. President, make it rain." "You know that's impossible, Mr. Dean," Rhee answered. "Only the laws of the universe can make it rain." Dean smiled and said: "The exchange rate of the hwan is the same thing. Only the laws of economics can keep it steady."

Lush Windfall, Rhee chuckled with appreciation—but refused to budge from the official rate of 180 hwan to \$1. Thereafter, the Korean presses went on printing currency, and the value of the hwan dropped (on the black market) to 500 and even 750 to \$1. Rhee himself showed what he, thought of the sanctity of the official rate by allowing the Bank of Korea to auction off a hoard of accumulated U.S. greenbacks (mostly to Korean importers). The prices paid were around 500 hwan to \$1. Still Syngman Rhee would not change the



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Caribbean trade winds blow new business to a U. S. manufacturer

Jim was a market development man. On his desk was a letter from the manufacturer of a new kind of windmill—a wind-powered generator. In essence it said, "What can the Alcoa Steamship Company do to help us sell our products in the Caribbean?"

Jim recalled the many old sugar windmills he had seen on his Caribbean trips. The area, he realized, was a "natural", since the trade winds there blow steady and strong. And with each new-type generator in operation, there would be a "plus" market for electrical appliances.

Jim made inquiries—found distributors—helped the windmill manufacturer get started in the export business. A special case? Hardly, because Alcoa Steamship Company maintains a staff for just this purpose, to help both small and large manufacturers.

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United Press

AMBASSADOR COLLINS
To a land divided.

official rate. His decision cost the U.S. military in Korea millions of dollars in unnecessary expense, and gave many South Koreans lush windfalls. In holding to 180 to \$1, Rhee also broke his 1953 agreement with the U.S., by which the hwan is supposed to be pegged to the Pusan wholesale price index (which, at that time, would have given him a generous rate of 310 to \$1).

A month ago the U.S. decided that things could go on this way no longer. The U.S. held up wage payments in hwan to Korean employees of the U.N. forces (a more than \$1,500,000-a-month payroll). Moreover, the U.S. refused to allot any more oil to South Korea unless it was paid for at 310 to \$1. When Rhee balked at this, fishing boats stayed in port, buses ground to a halt, some 300 factories closed down for lack of fuel, and seven desperate Koreans, trying to tap a U.S. pipeline for gasoline, were killed in an explosion. Still stubborn old Syngman Rhee stood fast. A fortnight ago the U.S. Army began paying its 100,000 Korean employees and contractors in greenbacks, not at the 310-to-\$1 rate, but at 500 to \$1.

Back Down. Rhee was startled: he did not think the U.S. would dare. Last week he began to back down. Even he could see that every day he held out was causing loss, trouble and discontent: the Korean employees of the U.N. forces were quite audibly grumbling. At last, Rhee's Finance Minister offered the U.S. 500 million hwan "unconditionally." When General John E. Hull, the U.S. commander in the Far East, replied firmly that he now needed 800 million, Rhee's men hastened to offer the additional amount—although they knew the U.S. would not repay at better than 500 to \$1. The U.S. is still willing to reach a new exchange agreement with Syngman Rhee, but first wants it well understood that unilateral flouting of agreements must stop.

INDO-CHINA

Job for Joe

Viet Nam, as President Eisenhower recently put it, is a land "temporarily divided by artificial military grouping, weakened by a long and exhausting war, and faced by enemies without and by their subversive collaborators within." The more populous northern half is being welded together with ruthless Communist efficiency; the southern or free half is rent by feuds, and impotently governed by its honest but ineffective Premier Ngo Dinh Diem. Last week, in an effort to restore some order in South Viet Nam, President Eisenhower dispatched former U.S. Army Chief of Staff General J. Lawton Collins to Indo-China as his special ambassador. It will be Joe Collins' task to try to resolve the feuding between Diem and his generals, to coordinate and overhaul all U.S. aid to the tortured nation, to combat "the dangerous forces threatening its independence and security," to keep an eye on what the French are doing, and finally, to determine whether South Viet Nam can be saved at all.

FORMOSA

Heating Up

For the first time since the "vest-pocket war" began off China's coast, the Reds last week used airplanes against Chiang Kai-shek's island bastions. Nine Russian-built, twin-engined bombers appeared over the Nationalist-held Tachen (200 miles north of Formosa and 15 miles from the Chekiang coast) and dropped more than 40 bombs, killing five persons. Previously, during the September skirmish around Quemoy, the Reds had used artillery only, and Washington concluded that the Communists were exercising prudence to make sure that air power did not tangle with the U.S. Seventh Fleet. Apparently, the Communists are now prepared to take greater risks.

The increased Communist effort comes at a time when the U.S. is negotiating a defense pact with the Nationalists. The U.S. may spread its defense umbrella to cover more than Formosa and the Pescadores (though perhaps not every Nationalist-held island) if the Gimo in turn agrees to limit his mainland attacks to operations with a defensive purpose.

BURMA

Peace with Benefits

Last week, nearly ten years after the Japanese armies retreated from a ravaged Burma, the Foreign Ministers of the two nations concluded final peace terms, and toasted the agreement in champagne. As reparation for the wartime occupation, Japan promised to send Burma \$20 million-a-year worth of machinery and goods for the next ten years, along with technicians, and to invest another \$5,000,000 annually in such joint enterprises as power projects and factories. Thus out of the peace Japan stands to get a friendly foothold in the Burma market.

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THE HEMISPHERE

THE CARIBBEAN Tarnished Triumph

At 2 a.m., on the morning after Cuba's presidential election last week, Fulgencio Batista told his followers: "From the results so far, it appears that I am the President-elect." It was a modest enough statement for a dictator who controlled the electoral machinery and whose only competitor in the race, ex-President Ramón Grau San Martín, had withdrawn before the election (TIME, Nov. 8).

When the vote count was barely under way, Batista gave the counters their cue. "Seventy percent of the electorate voted, and 60% have voted for me," he told his followers. To no one's surprise, the final returns reported a 70% vote and a 6-1 margin for Batista. The opposition votes went to Grau, whose name remained on the ballots despite his walkout. Batista's four-party coalition bagged its constitutional limit of Senate seats (36 out of 54), all nine provincial governorships, and most other offices. Said Grau: "The future of Cuba is dark."

Far from dark was the future of Strongman Batista. His newly won badge of electoral legitimacy was badly tarnished, but it was better than none, and his already firm grip on Cuba was now even firmer.

In Guatemala last week, President Carlos Castillo Armas, who took power in a revolution last June and was confirmed in office by a plebiscite in October, asked the country's new Constituent Assembly to set his term in office. By the legislators' formula, the term will end March 15, 1960.

BRITISH GUIANA

Liberty Deferred

With 1,600 Marines and Royal Welch Fusiliers aboard, four British warships sped to British Guiana a year ago to enforce London's decision to suspend the South American colony's seven-month-old constitution and thereby stifle its Red-infiltrated government. Since then, restive British Guiana has remained under a state-of-emergency rule by Crown-appointed Governor Sir Alfred Savage.

In London last week, the British government made public the report of a four-man commission appointed to study the Guiana crisis. Its conclusion: "Conditions for sound constitutional advance do not exist in British Guiana today." The report was harshly candid (said the *Manchester Guardian*: "To read it is like walking into a lamppost in the fog"), and argued that the colony's dominant political organization, the Red-ridden People's Progressive Party, was bent on destroying the constitution after first using its privileges to win unlimited one-party rule. For their activities protesting London's steps against the P.P.P., its leader, Cheddi Jagan, served five months in jail and his Chicago-born wife Janet is still in jail.

The Churchill government agreed with the commission's report, announced in Commons that the state-of-emergency rule will continue in Guiana for at least three more years.

CANADA Whiskerless Santa Claus

Max was home again. The boy who started out in the world as William Maxwell Aitken and wound up with a baron's title and a London newspaper empire, bounced merrily from city to town to let all know how happy he was. The people of New Brunswick were just as happy, for aging (75), puckish Lord Beaverbrook bestowed gifts like a whiskerless Santa Claus.

The Beaver, largesse in hand, makes his



LORD BEAVERBROOK (RIGHT) & ADMIRERS[©]
Something for "The Jones Boys."

homecoming an annual affair. This time benevolence showered in all directions. Beaverbrook's first act on arriving in the province was to dedicate a three-story law-school building that he had donated to the University of New Brunswick. Then he discovered that a favorite folk song, *The Jones Boys*, no longer hung from a broken university clock; he promptly put up \$7,000 to have the clock repaired and *The Jones Boys* restored to clanging eminence. Earlier this year in London, he had established an educational trust, the Beaverbrook Foundation, to which he turned over his vast holdings in his three newspapers. Now, in New Brunswick, he announced that the foundation had increased the number of its scholarships (some as high as \$1,600). Then Lord Beaverbrook was off to Newcastle, his boyhood home, where he dedicated the Beaverbrook Town Hall and Civic Auditorium, his latest gift to the town.

© Left: Newcastle's Mayor P. E. Roy.

Over the years, Bible-quoting, Empire-minded Lord Beaverbrook's gifts to his home province have run up to some \$3,000,000. They have included buildings, a 120-acre park, libraries, art objects and books. The University of New Brunswick can thank its most famous graduate (and life honorary chancellor) for some of its residence halls, a gymnasium, library, skating rink, the president's house and a mass of scholarships. He has equipped the Miramichi Hospital, built a school at Beaverbrook, whose name he chose for his title when King George V created him a baron in 1917. A Beaverbrook fund provides care for New Brunswick's aging Presbyterians ministers. As a fresh gesture last week, he handed the city council of Fredericton \$300,000, with orders to build an ice-skating rink to be used by both the city and the university.

No one was enjoying the giving more than the giver. "This is my happiest time of year," said Lord Beaverbrook, his cheeks glowing, his eyes twinkling, and his face lit up as if he were about to shout, "On, Comet! On, Cupid!"

Unwelcome Guest

Four passengers off a Trans-Canada Air Lines' flight from London lined up at the room-clerk's window in Montreal's fashionable Windsor Hotel. The first three quickly got rooms. But when the fourth man, a Negro, stepped forward, the room clerk began to fumble with the registry cards and to complain that the airline had mixed up the reservations. He did not say that he had no rooms, but he finally handed the Negro a slip of paper with the address of a cheaper hotel and told him to go there.

The Negro went to the other hotel without a protest, but he had no illusions about why he had been sent away. "The desk clerk was discriminating against me because of my color," he said afterwards. "I walked away feeling that I would never want to put foot on Canadian soil again."

In most cases, the visitor's experience would have caused little stir. But the Negro was Grantley Adams, Premier of the British colony of Barbados and a staunch promoter of Canada-West Indies trade. When an airline official discovered next day that the Premier had been shunted to a second-rate hotel, he promptly reported the incident to the Ottawa government. Windsor Hotel officials hotly denied that any discrimination had been involved: the management insisted that there had really been "a lack of room." But the government seemed more inclined to accept Premier Adams interpretation of the incident. Last week the External Affairs department sent a note to Barbados expressing "the profound apologies of the government for any inconvenience or slight suffered by the Premier." Said Chief of Protocol H.F.B. Feaver: "We deplore any display of racial discrimination."

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PEOPLE

Names make news. Last week these names made this news:

The spit-and-polish commandant of the U.S. Marine Corps, **General Lemuel C. Shepherd Jr.**, sourly noted the uniformed posteriors of some of his men, ordered all Marine commanders to take "immediate steps" about "the trousers too short and too tight in the seat."

While Cinemactor **Marlon (Désirée) Brando** was holed up in Italy trying to escape the "persecution" of newsmen, his fiancée, onetime Artists' Model **Josane Mariani-Berenger**, zo, just before taking off from Paris for New York, submitted to some persecution and sounded a trifle hazy about the direction their idyl will now take. "I know I am going to start a new life with the help of Marlon, and it will be different from what I have done so far," burbled she. "I hope to be in my first movie along with Marlon. We are supposed to be married around next June."

Voters in Madison, Wis., agreed—15,169 to 13,885—to authorize the city to hire cranky old (85) Architect **Frank Lloyd Wright** to design a municipal auditorium and civic center. Chortled Wright, whose unorthodox and costly brainchildren of the past had set the city's officials to view him with alarm: "The people of Madison have demonstrated that politics isn't all."

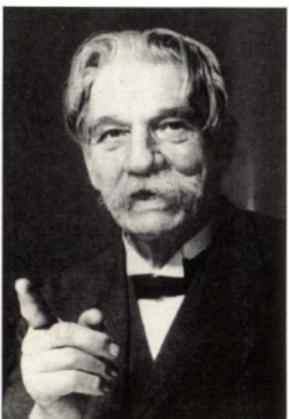
Back in Manhattan for the second time this autumn, Japan's peppery **Premier Shigeru Yoshida**, taking time off from the rough and tumble of Japanese politics to make a good-will tour, hurried to the Waldorf-Astoria suite of **General Douglas MacArthur**, whom he had not seen since the general was relieved of his Far Eastern command job in 1951. Before retiring for a private, hour-long chat, the two



George Tamm—New York Daily News
MACARTHUR & YOSHIDA
It's friendship . . .

posed beamingly for photographers, whom MacArthur told to caption their pictures: "Two old friends." This week Yoshida's plans called for a mission to Washington, where he was expected to hold out his hand for friendship, economic aid and better tariff breaks for Japan.

In Oslo to accept his 1952 Nobel Peace Prize, **Dr. Albert Schweitzer**, 79, saintly medical missionary of French Equatorial Africa, stood in a shiny old black suit and eloquently pointed a way to peace for distinguished listeners, including Norway's King **Haakon VII**. His message: man can abolish war only through a revival of the same ethical spirit which lifted Europe from the Dark Ages. Said Schweitzer: "Man has become a superman . . . because he not only disposes of innate physical forces, but because he is in command,



Keystone
NOBELMAN SCHWEITZER
... Friendship . . .

thanks to the conquests of science and technique, of latent forces in nature . . . The superman, in the measure that his power increases, becomes himself poorer and poorer. In order to avoid [atomic] destruction, he is obliged to hide himself underground like the beasts of the fields . . . [Lacking] superhuman reason . . . the more we become supermen, the more we become inhuman." Later, Schweitzer mentioned his plan to put all of his prize money (\$33,149) into his hospital establishment at Lambaréne, the jungle town that is his home. But, said selfless Albert Schweitzer, more money is still needed. That was hint enough for Oslo's newspapermen. In three days of appeals, they raised nearly \$35,000 from Norwegian donors.

Britain's Queen Elizabeth the **Queen Mother**, in the second week of her North American visit, rubbernecked like any



United Press
QUEEN MOTHER AT CHILD CENTER
... Just a perfect friendship.

commoner in New York City. Late in her Manhattan stay, she suddenly found herself being treated with uncertain informality by the three-to-five-year-olds at an experimental day-care center. On her arrival at the center, bystanding neighborhood ragamoppets applauded her dutifully. Inside, most of the children were shy in the royal presence. But one little boy, after conking a classmate with a block as Her Majesty drew near, piped: "What's a queen?" At week's end the imperturbable Queen Mother flew down to Washington in **President Eisenhower's** plane, the *Columbine*, was cordially received on the White House steps by Ike and **Mamie**.

Crooner Dick Haymes, whose knack for bouncing between frying pans and fires makes him a sort of comic-opera King Lear, was saved in mid-flight, at least temporarily, by his lawyers, who got a court order barring the U.S. Government from immediately shipping him back to his native Argentina as an alien.

In London, Queen Elizabeth II's husband indicated that he prefers to be called **Prince Philip**, instructed that a medal bearing his likeness call him that instead of the **Duke of Edinburgh**.

While vacationing at Miami Beach with Missouri's Democratic Senator **W. Stuart Symington** and St. Louis's Mayor **Ray Tucker**, the St. Louis Cardinals' aging (33) Slugger **Stan** ("The Man") **Musial** sized himself up, announced that he hopes to play baseball for at least three more seasons. "In one of those three years I'd like to win another batting championship," said he. "That would be my seventh—a lucky number to retire on."

Actress **Betsy von Furstenberg**, 22, whose own theater manners are not so good (she was recently booted out of the



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Broadway cast of *Oh, Men! Oh, Women!* for such bad acting as kicking an actor in the shin, puckering another's mouth into speechlessness by slipping an astringent concoction into his stage drink), popped up in the *Saturday Review* to appraise a great lady of the French theater, Of *Cécile Sorel: An Autobiography*, Critic von Furstenberg wrote: "I suppose it is relatively easy for me to understand La Sorel, [who] teaches us what we seem to lack so dreadfully in our theatre today—a certain elegance, *la grande manière*. In the richest country in the world why is no one inspired to create extravaganza, to shoot the works, so to speak? Why are there no more [Florenz] Ziegfelds, no more [David] Belascos? Why are the classics being 'read' off Broadway instead of being performed in great style at our best theatres?" Betsy's surefire answer,



Ralph Morse—LIFE

CITRIC VON FURSTENBERG

In bad manners, a certain elegance.

though not too true of herself: "Our methods of acting teach us so deliberately to be our ordinary everyday selves, is it any wonder that we find it difficult to be anybody else . . . ?"

In his yarn-packed autobiography, *The Tumult and the Shouting*, published last week, the late Sportswriter Granholm Rice (TIME, July 26) recalls a balmy Mardi Gras evening he once spent in New Orleans with Author Ring Lardner, one of whose talents was the delivery of perfect squelches. Wrote Rice: "We were surrounding a bar when an 80-year-old Southerner stepped up to Ring. 'You probably don't know who I am,' he drawled. 'My grandfather was General so-and-so on Napoleon's staff. My father was Count so-and-so of France. I was a general in the Confederate Army and, sub, I wear the Legion of Honor.' Ring spoke: 'I was born in Niles, Michigan, of colored parents,' he said. The general fled into the night."



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EDUCATION

Evasive Action

Georgia and Louisiana voted last week on desegregation as well as on Congressmen. Both states approved measures designed to evade the Supreme Court ban on segregation in the public schools.

Georgia, by a slim margin, approved the long-threatened "private school" amendment to the state constitution. The amendment would permit the state legislature to allot public school funds to private individuals "for educational purposes." Under the scheme, white schools in Negro districts would be put in "private" hands; white pupils would get money from the state, pay it as "tuition" to all-white "private" schools.

The amendment's highly vocal oppo-

O Pioneers

After 15 years of teaching, bustling, buoyant Carmelita Chase Hinton in 1935 decided to quit the Shady Hill School in Cambridge, Mass., and start a school of her own. The Bryn Mawr-trained daughter of an Omaha editor and art patron, widow (with three children) of a Chicago lawyer, Mrs. Hinton was no ordinary schoolmarm. And as a disciple of John Dewey, she intended to found no ordinary New England boarding school.

Her school, she averred, would "break through some of the traditional ideas of education for adolescents." In the rolling dairy country near Putney, Vt., she bought up 620 acres of farmland, pitched in with her first pupils (54 boys and girls) and

Hinton's long-absent children, Joan, 33, and William, 35, made congressional-committee headlines as pro-Communists (TIME, Aug. 9), the school caught a whiff of bad publicity. But, respected and liked in her Vermont community, Rugged Individualist Hinton attracted the children of some of the nation's top professional and amateur educators (e.g., High Commissioner for Germany James B. Conant, former Ford Foundation President Paul G. Hoffman, Pundit Marquis Childs), and unswayed Putney prospered.

Last week, her once-blonde hair a crisp iron grey, Carmelita Hinton, 64, briskly announced that she would step down as head of Putney July 1. She added: "I hate to leave, but I have so many things before me that I'm boiling over." Founder Hinton's successor: Admissions Director Henry Benson Rockwell, a personable Princetonian ('37) who came to Putney from Connecticut's Pomfret School three years ago.

Giant Classroom

One Friday night in 1727, a group of prominent citizens met in Philadelphia for a high-minded purpose. They wanted to form a club for "mutual improvement," and, as Ben Franklin tells it, decided to meet once a week to discuss "queries on any point of morals, politics, or natural philosophy." In a sense, Ben Franklin's group anticipated what has now become a national craze—the wholesale rush of Americans into adult education.

This week some 1,500 educators, editors, politicians and poets gathered in Chicago from all over the U.S. to talk about that craze. But no matter how many panels they held, they all knew that they could never even begin to cover their subject. The fact is, reported the Adult Education Association: more than 49.5 million adult Americans are now taking some sort of educational course.

Place of Resort. Though the big boom is recent, Americans have always been self-improvers. In the 1830s they flocked to Lyceums; later, they went to the Chautauqua; still later, they attacked the five-foot shelf. Meanwhile, the professional educators took on the adult population themselves. In 1890 President-elect William Rainey Harper of the University of Chicago proclaimed it the duty of every university to "provide instruction for those who, for social or economic reasons, cannot attend its classrooms." In 1904, the New York City Department of Education declared the school to be not only "a nursery for children," but also a "place of intelligent resort for men." By 1926 the American Association for Adult Education was born; 15 million adults were engaged in the pursuit of learning.

All in all, adult education has come a long way from the days when its primary concerns were to teach immigrants to speak English and illiterates to read. The Association of University Evening Colleges now boasts 102 members. Columbia University's School of General Studies has a first-rate liberal-arts faculty of its own; and the University of Chicago's



PUTNEY'S DIRECTOR HINTON & STUDENTS
An afternoon in the stable isn't what Hollywood thinks.

nents (including State School Superintendent Mauncey D. Collins, Atlanta's *Journal* and *Constitution*, and most white teachers) warned that using the amendment would mean "destruction of the public school system." e.g., ineligibility for free federal lunches and textbooks, collapse of teacher pension plans, hazardous classroom standards.

In Louisiana, white resistance to the Supreme Court ban on segregation was stronger. By more than 4 to 1, state voters endorsed a constitutional amendment to continue school segregation "in the exercise of the state police power to promote . . . peace and good order . . . and not because of race. The legislature shall enact [appropriate] laws . . ." Louisiana's attorneys cite the Constitution's Tenth Amendment relegating police powers to the states. But many Louisianians regard the state amendment solely as an expression of sentiment, not a legal bar to integration.

teachers to equip classrooms and a library, convert outbuildings into dormitories.

As the Putney School grew, Director Hinton kept the pioneer spirit fiercely alive. Her blue-jeaned charges learned their math and history in the mornings; in the afternoons they learned how to ski, tend cows, or run a blacksmith's shop. There were no rigid schedules of weekly exams, no report cards—not even football teams. After hours, students were urged to strike out on their own projects, e.g., sonnet-writing, musical composition, working with wrought iron. Nor were the sexes kept apart. Said one recent alumna: "There is no 'problem.' After you've worked all afternoon around the stable with a girl, the Hollywood romance gets taken out of it."

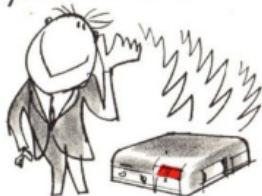
Inevitably, Putney's unorthodox approach drew fire from more conventional competitors, although Putney's graduates held their own with their college classmates. Moreover, when two of Director

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University College, where housewives and businessmen can start studying Aristotle's *Poetics* at 7 in the morning, is growing at a faster rate (7% in one year) than the undergraduate college. But if adult education has changed the function of the university, it has also changed the face of the community.

Cicero & Ceramics. The nation's new schoolmasters range from the U.S. Department of Agriculture's Extension Service, which reaches 8,000,000 students, to the Y.M.C.A. with 70,000, to I.B.M. with 16,000, and to the International Ladies' Garment Workers' Union with 12,700. More than 15 million adult Americans are attending Sunday schools or classes under the auspices of various church groups, nearly 2,000,000 are taking courses from various U.S. libraries, and an estimated 5,000,000 are going to school via TV. At the same time, the foundations are stirring

many as 62 separate professional and industrial conferences in one month. M.S.C. also gives seven TV courses: (e.g., Greek Glory, Typing, Art Appreciation), and 92 off-campus courses for credit. Among them: Organic Chemistry in Midland, Mental Hygiene in Clarkston, Public Opinion in Flint, Basic Economics in Battle Creek.

¶ In San Bernardino, Calif., the Community Education project set out to make radio, press and discussion groups work together. This fall, for instance, the project is sponsoring a weekly radio program on family life, but before each broadcast, the San Bernardino Sun Telegram publishes a background article with questions to be discussed by the 76 groups dotted throughout the valley. Present enrollment in the various groups: 1,100.

¶ In Denver, the 38-year-old Emily Griffith Opportunity School has 400,000



FRENCH CLASS FOR ADULTS

From Family Living to Barbering, from Typing to Greek Glory.

Chester Studios

up the field as never before. In 1952-53 the Ford-sponsored Fund for Adult Education spent more than \$9,000,000 on every sort of project from the American Library Association's American Heritage Program to promote the study of basic American documents (6,917 students) to the Great Books Foundation's seminars (21,000). In 1954, indeed, the U.S. has become one giant classroom. Among other adult education programs:

¶ In Texas, a special regional program administered by Texas Technological College in Lubbock has spread throughout twelve towns. In Pampa last year, a physician handled the seminar on the Great Books; a bottling-plant owner now heads the discussion group on world affairs. In Panhandle, an auto dealer took over the American Heritage discussion group. Total enrollment in the programs last year: 1,500.

¶ At Michigan State College, the three-year-old Kellogg Center has housed as

alumni, 36,000 students, a waiting list of 7,200. It gives 319 courses in such practical subjects as watch repairing, auto mechanics and cosmetology, maintains a barbershop for student barbers and a cafeteria for student chefs. Its aim: "To give folks who need more training just as much or as little as they want, and at the moment they want it."

In giving the folks more training—whether in Cicero or ceramics—adult education has turned itself into a full-fledged profession. More important: it has a future that seems limitless. "I predict," says Malcolm Knowles, administrative coordinator of the A.E.A., "that the education of adults will become accepted as a public responsibility, just as the education of children is now . . . In my opinion, the total budget for adult education of all types will eventually exceed the total expenditures for childhood education." In other words, America will be the place where school is never out.



THOMAS ERSKINE on the Advantages of Free Speech
When men can freely communicate their thoughts
and their sufferings, real or imaginary, their
passions spend themselves in air, like gunpowder
scattered upon the surface; but pent up by terrors,
they work unseen, burst forth in a moment,
and destroy everything in their course.

(Rex v. Paine, 1792)

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RELIGION

Stirrings at the Vatican

The big news from Rome last week was that 1) the Pope seems sufficiently recovered from his long illness to resume firm personal leadership of the Roman Catholic Church, and 2) he is strongly reasserting the church's role in secular affairs, notably in the fight against Communism. Pius XII told 40 cardinals and 205 bishops: "The church [must give] guidance . . . not in a hidden way only between the walls of temples or by the windows of sacristies, but out in the open . . . if necessary on the battlefield, amid the fury of the battle between truth and error, virtue and vice."

Tightening Disciplines. The Pope's decisions were signaled by two major events. Pro-Secretary of State for Ordinary Affairs



Francesco Giordani

ARCHBISHOP-DESIGNATE MONTINI
Out of the temple into the battle.

Msgr. Giovanni Battista Montini, Pius' most trusted collaborator, who throughout the Pope's illness has been doing more and more of the Pontiff's work, was appointed to the vital Archdiocese of Milan, succeeding the late Ildefonso Cardinal Schuster. At the same time, cardinals and bishops received new, sharp instructions designed to remedy what the Pope regards as creeping weaknesses in the church. Among the Pope's chief complaints:

¶ Excessive independence among many zealous priests, who are carried away by their secular work and fail to give obedience to their superiors. One example is the French worker-priest movement, which the Vatican disbanded last year (*TIME*, Sept. 28, 1953).

¶ Interference by the laity in theological teaching. Example: Italy's Catholic Youth Movement, in its anxiety to help the poor and unemployed, frequently places its own special interpretations on the spiritual di-

rectives of its Vatican-appointed adviser. Under successive lay-presidents, the Vatican complains, Catholic action has swung violently from left to right, yet its effectiveness has visibly diminished.

¶ Slackness among some of the religious orders. Example: the number of Franciscan missionaries is declining. Example: the Society of Jesus, the order closest to the Pope, has suffered apostasies. The main trouble, says the Pope, is lack of discipline.

To remedy these and other ills, Pope Pius instructed the bishops: "Ecclesiastics and laymen must be made to know that the church and her bishops are authorized to . . . exact ecclesiastical discipline." The Pope let it be known that he intends personally to oversee this tightening up of discipline. He will call more and more bishops to Rome so that "from this frequent contact . . . there will spring for the bishops light and sureness, [while] on the other hand . . . this Holy See will come to know, quicker and better, the conditions of the whole flock . . ."

The Church's Jurisdiction. As for Communism, the Pope urged Catholics everywhere to take the offensive against it. The church's jurisdiction, he said, "cannot be limited to . . . things strictly religious" but extends to "the moral aspect of all law . . . Social and political questions concern . . . men's consciences . . . National and international questions of a political nature . . . touch upon ethics and thwart Man from attainment of his supernatural end in paradise . . . It absolutely may not be said that such questions do not come under the authority and care of the church . . ."

As the new Archbishop of Milan, stronghold of Italian Communism, Montini will be a key figure in the church's new anti-Communist offensive. A brilliant organizer whose thin-lipped, meticulous manner and quiet voice hide burning zeal for his mission, Montini has plenty of experience in fighting totalitarianism. In 1928, Montini was appointed assistant general to the Italian Federation of Catholic University Students (FUCI), and for three years he clashed with Fascist authorities, who finally disbanded the organization.

Montini is almost certain to be made a cardinal at the next Roman consistory, early next spring. (Three other church dignitaries, among them Boston's Archbishop Richard J. Cushing, are also likely to get red hats.) Moreover, Montini is already being spoken of as a hard-to-beat candidate for St. Peter's throne itself.

Devotions by the Dozen

A salesman carrying his sample case arrived at the gift shop of a Roman Catholic shrine and demonstrated "the hottest item this year": a picture of Jesus in a small plastic frame. By slightly moving the picture, the salesman explained, the bearded face of Jesus could be transformed into the beardless face of Our Lady. When the manager of the shop ordered some small plastic statues

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instead, the salesman wrote in his book: "6 dozen Him, 6 dozen Her."

In the national Catholic weekly, *America*, the shop's manager, who uses the pen name Margaret Montgomery, tells of this and scores of similar incidents she experienced in a "profession . . . where the sublime and the ridiculous dwell together in an absurd, often unholy . . . union." Among her examples:

¶ Christmas cards (many showing Jesus "with tumbling curls and simpering smile"), which are peddled to the trade in three categories: "religious," "deeply religious" and "profoundly religious."

¶ The "new, handy 'rosary-counter,' [which] has a small dial with all fifteen mysteries. A moving needle points, compass-like, to each bead (or number, in this case) as you click the handy little red plastic button. So you're interrupted. Look! The needle stays loyalty on the elusive bead. Not a mystery is allowed to slip through your fingers anymore."

¶ A \$100 medal of a veiled woman, praying, with a race horse and jockey "immortalized" below. The inscription reads: "Saint Anita, make me a winner."

¶ Luminous Sacred Hearts that glow in the dark. "So comforting for the sick," says the manufacturer's circular. "Hot traffic builder—always in demand."

Reports Author Montgomery: "Many other shops like my own . . . take in \$50,000 a year and more . . . They should, to serve the religious orders and the charities to which the money goes . . . But degradation of the symbols of our faith due to bad display and irreverent merchandise is too high a price . . . It is not necessary to use such means."

Words & Works

¶ The National Council of Churches of Christ reported that the collection plates of 47 member churches yielded \$1.5 billion in 1952-54, an increase of \$136 million over 1952-53. The most generous givers were Seventh-day Adventists, with an average yearly contribution of \$173.35 apiece. The next five, in order: Wesleyan Methodist Church of America, \$170.30; Church of the Nazarene, \$18.33; Orthodox Presbyterian Church, \$112.56; Evangelical Mission Covenant Church of America, \$109.03; Conference of the Evangelical Mennonite Church, \$107.78.

¶ Prime Minister U Nu of Burma, the devout Buddhist head of an overwhelming Buddhist nation (*TIME*, Aug. 30), laid the cornerstone of a Student Christian Foundation building at Rangoon University. U Nu presented his hosts with a check for 5,000 kyats (\$1,042), urged Burma's more than 18 million Buddhists and 600,000 Christians to do their "utmost to preserve religious tolerance."

¶ Nashville's Cokesbury bookstore started a drive to swap Bible story cartoon books for commercial comics. For every comic book a child brings in, Miss Lily Doss, manager of the store, will trade, without charge, any one of the following: *Jesus in Jerusalem*, *The Story of Mary, the Mother of Jesus*, *John the Baptist* and *Jesus in Galilee*.



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New Play in Manhattan

Quadrille brought the Lunts back to Broadway in a Noel Coward period piece they had played for two seasons in London. It is, for Coward, rather Victorian in spirit as well as in setting; it scents its sinfulness with lavender, bodices its escapades in whalebone. The story takes a long evening to unfold, but can be summarized in a sentence. A marchioness and an American rail baron pursue their eloping spouses (Edna Best and Brian Aherne), fall in love while separating the lovers, and themselves elope in turn.

The whole thing is decorously romantic—for it is always infinitely seemlier for the Lunts to live in sin together than in the utmost respectability apart. Throughout the evening, they offer slightly grander and more empedestaled versions of their time-honored selves; and by now, indeed, Lynn Fontanne and Alfred Lunt are much less actors than roles. Now, once again, they manifest their uniqueness. She provides a heraldic squall or purr; he drops to a sudden flawless guttural pianissimo; each not merely throws away a line, but throws it, with a double backward flip, over an exiting left shoulder.

Wearing Cecil Beaton's bright costumes, traversing a brilliant Beaton drawing-room, the Lunts play *Quadrille* to the hilt. The only trouble is that there is no blade. The play's light volleys of wit come from a Coward who only plays doubles and no longer will go to the net; from a Coward who has written more like some fondly reminiscing oldster than a mocking *enfant terrible*—and with an oldster's fearful garrulousness. But however unthinkable *Quadrille* would be without the Lunts, with them Coward's very mildness is not altogether unwelcome.

New Musical in Manhattan

Fanny (book by S. N. Behrman & Joshua Logan, based on a trilogy by Marcel Pagnol; music and lyrics by Harold Rome) might have come off better had it been done on a shoestring. For its very Gallifian story of the Marseille waterfront—of a young girl who finds herself pregnant after her sea-crazed lover sails away, and of her marriage to a widower who loves her and craves a child—is a ticklish compound of sentiment and hard sense, of ruefulness and worldliness, that requires delicately simple treatment. As a play enfolded in music, it could be both piquant and touching. As a grandiose spectacle—with undersea ballets, waterfront fandangos and full-rigged ships crossing the stage—the story becomes both sluggish and slapdash. The heaping portion has been substituted for the proper food.

Hence *Fanny*'s merits seem largely incidental. Harold Rome provides a pleasant, sentimental score that also has lilt. As the lover's father, Ezio Pinza is vibrant and masterful, but not once does the great voice of his opera days pour forth. Walter Slezak makes an excellent merry



THE LUNTS
Sin is seemlier.

widower; no one middle-aged has more verve, no fat man more avordupoise.

But, amid the show's lavish burly-burly and piling one thing on top of another, Jo Mielziner's sets count for less than his brilliant methods of shifting them. Tamiris has devised some colorful choreography, but it is often so unlooked-for and unneeded as to seem less like a dance than a kind of dividend. *Fanny* is built like Actor Slezak without being nearly so light on its feet.



SLEZAK & PINZA
In a heaping portion, avordupoise.

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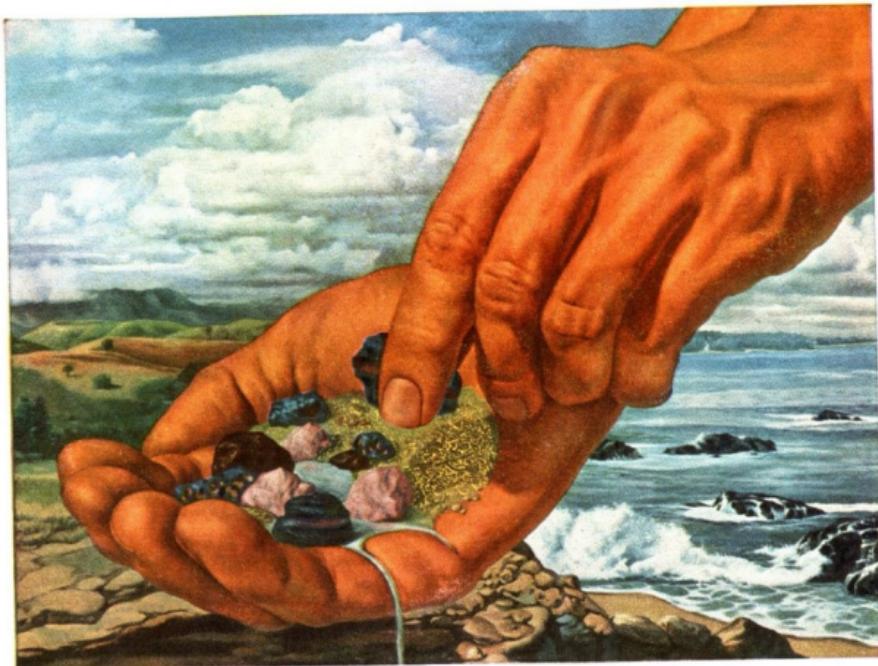
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SCIENCE

Too Warm for Birches

The gradual warming of the arctic climate (TIME, July 26) may eventually make the barren lands flow with milk and honey. But as the warm temperature moves northward, its shift produces unpleasant as well as pleasant effects. Last week Dr. René Pomerleau, of the Canadian government's forest pathology laboratory, warned that birch forests are dying all over northern New England and eastern Canada. After a few seasons of unusually high soil temperatures, the trees die back at the tops. Already, said Pomerleau, much timber has been affected. If the

dying trees are not harvested soon, fungi will destroy them.

To make sure that higher temperature is killing the birches, Dr. Pomerleau told how researchers in New Brunswick warmed the roots of trees with electricity. They died faster than ever. There is evidence that spruce and balsam, and even the proud maples that are the symbol of Canada, may die as the climate changes.

Up & Over

At Brown Field, near San Diego, Convair's XFY-1 "Pogo Stick" last week showed what it could do in free flight. Already dress-rehearsed in a blimp hangar (TIME, June 14), the plane now fully lived up to its billing as the Navy's first vertical-take-off fighter.^o

Standing nose up on its delta-wing tips and four castored wheels, the Pogo resembles an outsize badminton bird. Test Pilot Skeets Coleman started the 5,500-h.p. Allison turboprop engine, and the two counter-rotating propellers slowly lifted the plane up to 175 ft. Then, still hanging on its propellers, Pogo nosed over; as it began to pick up speed, it also began to pick up lift from its stubby wings, soon was sailing along in conventional level flight. After two 280-m.p.h. sweeps over the field, Pilot Coleman raised Pogo's nose, hovered like a helicopter over his take-off spot, and came gently tail-down to earth.

With a predicted top horizontal speed of over 500 m.p.h., the XFY-1 is designed to give close Navy air cover to cargo ships, taking off and landing on a freighter's deck even in rough weather.

Less happy was a second Convair-Navy demonstration. As observers watched, Test Pilot Charles E. Richbourg taxied the experimental XF2-Y1 Sea Dart (TIME, Feb. 16, 1953) across San Diego Bay on its retractable "hydro-skis." The jet seaplane took off, circled the bay, screamed in for a 400-m.p.h. pass at the shore. Suddenly, 300 ft. above the water, the Sea Dart fell apart in a gush of flame and a shower of metal fragments. Pilot Richbourg lived only two minutes after rescuers pulled him from the bay.

Until the Sea Dart's scattered remains are brought up and studied, no one is able to guess why it exploded.

Nobelmen of 1954

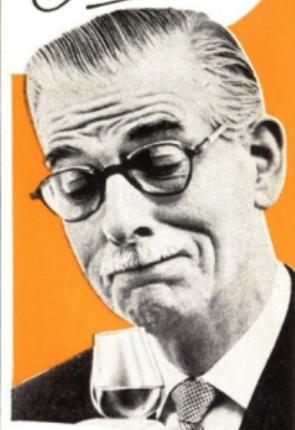
Chemistry is one of the sciences that became important before it knew what it was doing. The old, half-magician alchemists of the Middle Ages were acquainted with many useful compounds and reactions, but they had no rational theories about them. Early chemists, dropping the magic, gradually developed general principles to explain what happened in their test tubes. The most useful of these was the concept of "chemical bonds": the

^o A similar Navy fighter, Lockheed's XFY-1, is designed to take off horizontally as well as vertically, has yet to complete its tests.



Associated Press
XFY-1 "POGO STICK" LANDING
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with a
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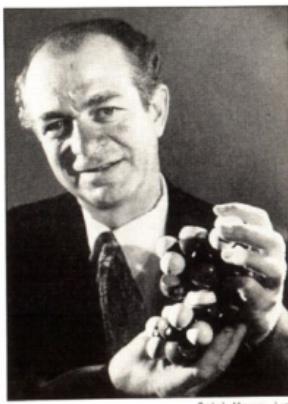
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forces that make atoms stick together as the molecules that form nearly everything on earth. Though the chemists learned a lot about the bonding forces and took skillful advantage of them, they did not understand their origin.

Then, in the 1930s, CalTech's Chemist Linus Carl Pauling attacked the useful but mysterious bonds from the new angle of quantum theory. He found that the "resonance" of the atoms (their internal vibration) is the source of the forces that hold molecules together. His book, *The Nature of the Chemical Bond*, is one of the classics of modern science.

Once the bonds had been explained, many baffling mysteries were solved, and many new weapons appeared in the lockers of the chemists. Now they could predict how a substance would react even



Ralph Morse—Life

CHEMIST PAULING
Industry cashed the bonds.

when they had no sample of it. They could handle with new assurance the complex organic molecules, whose atoms are arranged like submicroscopic lace in chains, rings and branches. Out of the new techniques grew enormous industries —drugs, plastics and synthetic fibers.

Dr. Pauling has made his own theories yield far-reaching results. He has explained many properties of metals (e.g., their magnetism) by means of atomic behavior. His most telling work has been on proteins, the chemical basis of life. Patiently he took proteins apart and showed that their enormous molecules are made of twisted atom-chains, spiraling many layers deep like manila hawsers.

In recognition of these discoveries, both basic and practical, the Royal Swedish Academy last week awarded Dr. Pauling the Nobel Prize in Chemistry for 1954.

Born in Portland, Ore. in 1901, Pauling went to Oregon State College, then to CalTech, and did postgraduate research in Europe. He joined the CalTech faculty in 1927 and has been a full professor there since 1931. Though his interests have been almost purely scientific, soft-spoken, out-

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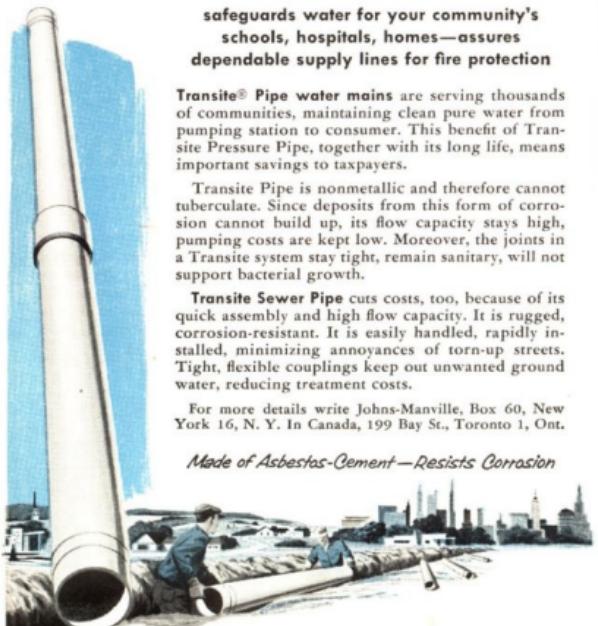
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spoken Dr. Pauling has not escaped political conflict. He served as vice president of the World Federation of Scientific Workers (which has Communist members), and this brought him to the attention of California and congressional investigating committees. Dr. Pauling has denied that he has ever been a Communist. He says, however, that he will continue to speak his mind and associate with anyone he pleases.⁶ Says he: "Advisers to the Government, if they are to be valuable, must be free to express their opinions."

The Nobel Prize in Physics for 1954 was divided between two Germans: Drs. Max Born and Walther Bothe, who were leaders in the "new physics" that started with relativity and quantum theory and ended (so far) with the hydrogen bomb. Dr. Born, 72, who fled Germany in the mid-'30s, is credited with much of the difficult mathematics that enabled physicists to understand the behavior of atoms.

Dr. Bothe, 63, was honored for "the coincidence method [a way of measuring time with extreme accuracy] and his discoveries made with this method." As chief of the Institute for Physics of the Max Planck (formerly Kaiser Wilhelm) Institute for Medical Research at Heidelberg, Dr. Bothe was active in Germany's wartime attempt to release atomic energy.

Benevolent Blisters

The earth has "boils" that form in its rocky flesh, rise toward its skin, and sometimes break through. Proper appreciation of these ailments, said Geologist C. Wroe Wolfe of Boston University last week, should lead to the discovery of valuable ore deposits.

Professor Wolfe believes that radioactive elements (e.g., uranium and thorium) in the deep rocks gradually release heat. Since rocks are poor heat conductors, the heat cannot easily escape. After millions of years, the temperature rises until a vast blister of hot, expanded rock has formed. If it works its way to the surface, or if cracks appear, the hot rock may liquefy and escape as a volcanic explosion or a quiet outflow of lava.

Volcanic action is not the only solution. Sometimes the hot blister merely keeps on growing slowly without breaking out. When it reaches a new stratum, it "cooks" the rock, driving out the water contained in its crystals. Soluble materials are dissolved in the water. When the water moves, through cracks or other outlets, the minerals in it are deposited, sometimes as valuable ores.

Dr. Wolfe believes that the earth has suffered from this blister disease since its early years. The blisters have invaded all sorts of rocks, cooking out of them the minerals that they contain. He suggests that geologists look for blisters, ancient or modern, and then look for the ore deposits that their cooking has formed.

⁶ Visiting Princeton last week, Dr. Pauling denounced the withdrawal of Dr. J. Robert Oppenheimer's security clearance as "the worst case of national ingratitude I know. They had no need to pillory him publicly."

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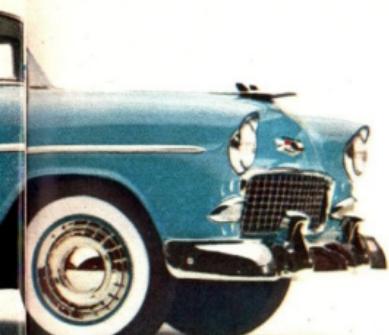


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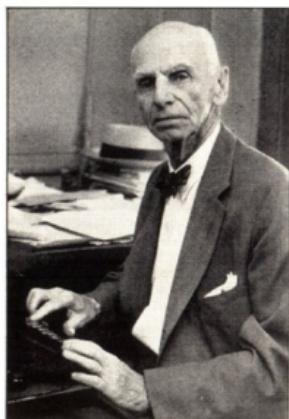
Headline of the Week

Atop Arthur Krock's post-election column in the New York *Times*:

A GOOD MANDATE THESE DAYS
IS HARD TO FIND

The Tough One

In its first edition on election night, the New York *Times*, which had the most elaborate election-reporting machinery of any U.S. daily, headlined: HARRIMAN DEFEATS IVES FOR GOVERNOR. When Harriman's lead diminished, the *Times* recalled 80,000 copies of its first edition and chartered special planes to replace the out-of-town copies with a new edition. In successive editions, the *Times* tried to



Paul Schmick—Washington Star
WASHINGTON'S LINCOLN
Travel was narrowing.

keep up with the results by running three different lead editorials. The first congratulated Harriman, who "has been elected." This was junked for a noncommittal substitute on the "sportsmanship" of elections. The final edition once more congratulated Harriman who "appears to have been elected."

Electronic Cousin. For papers everywhere, the 1954 election was tough to cover. In the seesaw New Jersey race, the New York *Post* ran a banner headline: CASE LEADS HOWELL. Under it was a picture of "Senator-elect Howell, who defeated Republican Clifford P. Case." In Oregon, Eugene *Register-Guard* Editor William Tugman wrote an explanation of why the Democratic senatorial candidate, Richard Neuberger, lost, next day took it back with an article headed: NEUBERGER WINS AFTER ALL, MAYBE, HUH? FINE ARGUMENT FOR VOTING MACHINES. CBS Radio and TV newsmen were not helped by the erroneous mathematical conclusions of

Remington Rand's electronic calculator, Univac (see RADIO & TV). But the Detroit *Times* did better with Univac's cousin UDEC (Unitized Digital Electronic Computer). By carefully feeding UDEC the vote from key districts, the *Times* predicted that Democrat Patrick McNamara would win over Republican Senator Homer Ferguson, even though Ferguson's defeat was not certain until eight or nine hours later.

If newsmen were sometimes confused by the close vote, few at least were embarrassed by it. Unlike the 1948 elections, when most political reporters simply rode the campaign trains, this year hundreds of reporters roamed the country interviewing voters, politicians and local newsmen. The week before election, they rechecked their first impressions, scaled way down their predictions of a Democratic landslide.

Poll Trouble. Aging (74) Washington Evening Star Reporter Gould Lincoln, dean of national political reporters, traveled through 17 states right up to election time, predicted within three the number of Democratic governors, the Democratic margin in the Senate within one seat, and a Democratic majority in the House within a dozen seats. Both the A.P. and New York *Times* sent last-minute squads of reporters out to check their earlier surveys. As a result, on election eve they predicted a small Democratic majority in the House and said the Senate race would be very close. *U.S. News & World Report* was not so lucky. It predicted a 55 to 79 Democratic majority in the House and a five-seat Democratic margin in the Senate.

Many of the polls were way off. The powerful New York *Daily News'* poll, whose gloomy reports caused the Republicans to change their whole campaign in the state, predicted that Harriman would win by a comfortable 8.5% margin in its last poll, reduced his lead to 5.2% in its "weighted" figures. He actually led by less than 1%. In New Jersey, the Princeton poll predicted a landslide for Democratic Senatorial Candidate Howell, who lost to Republican Case. Palmer Hoyt's Denver *Post* predicted in its poll that Democratic Senatorial Candidate Carroll would win, but he was beaten by Republican Allott. Said the New York *Daily Mirror*: "The polls were all wrong, including the one published in the *Mirror*."

Ads for the Digest

DeWitt (& Lila) Wallace's *Reader's Digest*, world's biggest monthly (circ. more than 10 million), has never taken a line of advertising.¹⁰ Last week Publisher Wallace announced the end of a 33-year-old policy. Beginning with its April issue, the *Reader's Digest* will print ads. Its income from readers is not enough to pay postwar costs. Even with book-publishing profits, deficits loomed.

The *Digest* surveyed its readers to find

¹⁰ In 29 foreign-language editions, the *Digest* takes ads, makes money.

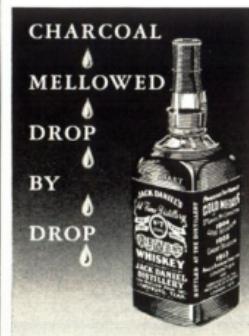


There's a story men like to tell about the making of JACK DANIEL'S

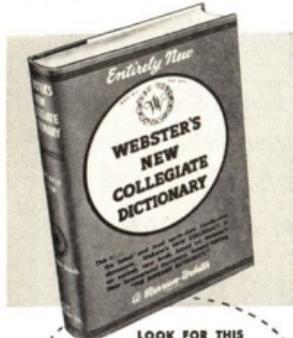
IT'S not the story of the gold medals our whiskey has won that intrigues men so. You're more likely to hear of the one thing we do to Jack Daniel's that happens to no other whiskey: charcoal-mellowing.

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out whether they would rather have ads in the magazine, or pay more than 25¢ a copy. Answer: take ads.

Digest advertising will be limited to 32 pages an issue the first year, with liquor, tobacco and medical-remedy ads banned. Wallace figures on selling the maximum number of pages every month, at \$26,500 a black-and-white page, $32 \times 12 \times \$26,500 =$ about \$10 million.

Trouble for Hearst

In its heyday the Hearst newspaper chain was one of the world's biggest moneymakers. Even as late as 1947, in the booming postwar publishing years when aging Founder William Randolph Hearst paid little attention to business the chain earned \$11 million after taxes. But since Founder Hearst's death in 1951, rising costs and decreased revenues have created trouble for the chain's 16 papers. To fight the profit decline, Publisher William R. Hearst Jr. revamped the *American Weekly*, once a big moneymaker, cut editorial staffs and trimmed costs all down the line. But this was not enough. Last week Hearst Consolidated Publications, Inc., gave a measure of the chain's financial trouble in its earnings report for the first nine months of 1954. Net loss: \$1,266,500 (v. a profit of \$1,552,400 for the same period last year), biggest loss in the company's history.

End of Censorship

Military censorship was ended in Korea last week for the first time in four years. Said Defense Secretary Charles Wilson: "The stabilized military situation, the redeployment of U.S. forces and the reduction in the quantity of news requiring review makes it appropriate."

In Washington last week, the Army threw out its charges against Lieut. Colonel Melvin Voorhees, former Eighth Army chief censor and public-information officer (TIME, March 2, 1953). Reservist Voorhees, who had been ordered dismissed from the service without pay or allowances, had been convicted by a court-martial of failing to clear his book, *Korean Tales*, which criticized both the Army's handling of the Korean war and the newsmen who covered it.

So Lovely & So Bruised

Hearst Reporter Dorothy (*What's My Line?*) Kilgallen is a practitioner of an old and dying school of U.S. newspaper reporting; she is the leading U.S. sob sister. Last week, covering the Cleveland trial of Dr. Sam Sheppard (TIME, Aug. 30), charged with the murder of his wife Marilyn, Sob Sister Kilgallen demonstrated why she deserves the title—and perhaps why such reporting is a-dying out. Wrote Reporter Kilgallen:

"The Sheppard trial suddenly became terrible when they brought Marilyn Sheppard into the courtroom . . . It was all done with seven slides in glorious Technicolor and a cocky unsentimental little medical examiner with a Phi Beta Kappa key spinning from his vest chain and



REPORTER KILGALLEN
What's my line?

a red bow tie, notably unsuitable for corpse-pointing, askew under his chin. It will take many sessions of court and a multitude of distractions to erase the first brilliantly colored picture flashed on the big white screen in the darkened courtroom at that dreadful matinee. No wonder Dr. Sam cried and would not look. She was beautiful. So lovely, and so bruised. So gentle looking with her eyes closed, sleeping under the vermilion gashes.

"It was strange. No picture ever printed of Marilyn Sheppard, of the many taken when she was smiling and wide-eyed and alive, has shown her to be as lovely as she was in death—discolored and slashed and broken. No wonder at all that Dr. Sam cried. He could remember well, without looking. Her face was oval, her skin the very fair kind with fine pores. Where there were no wounds, it had a peach-like tint, faintly damp with the dewiness of the newly dead.

"Her eyebrows were light brown and delicate, her mouth pale pink, generously curved, perfectly and definitely cut like the mouth on a Roman statue. Whatever her eyes had seen before the first blow struck, they were closed now and could mirror nothing. Her face was not distorted at all; it was in remarkable repose considering how she died. But the wounds on her forehead and cheeks were too numerous and too gaudy, like the wounds of St. Sebastian in the cheap plaster statues seen in the churches of little Italian towns. Marilyn's slayer was an extravagant slayer, wasteful of blows."

Horror Abroad

In Britain, where "horror" comic books have triggered the same avalanche of protests as in the U.S., the biggest comic publisher announced last week that he was going to stop publishing the comics altogether. Said he: "The game is no longer worth the candle."



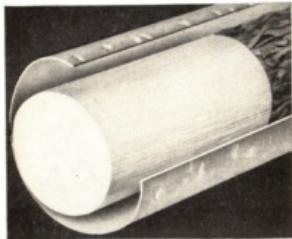
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MEDICINE

Cutting the Lifeline

An increasing number of men in the prime of life are approaching doctors with nervous requests for "that operation." They want to be sterilized by a vasectomy or vasoligation—cutting and tying off the sperm-carrying tube (*vas deferens*) on each side in the scrotum.

Before World War II, this operation for sterilization was rare indeed, except under state auspices for sterilization of the insane. It has now become much commoner. There has been no detectable increase in New England or the Southeast, but some big cities of the middle Atlantic seaboard report a moderate increase. In some smaller Midwestern cities and the border states, vasectomy has become a fad, with doctors themselves setting the trend and joking about having been "clipped." In one prairie city of 250,000, two urologists who share an office do an annual average of 50 vasectomies apiece. Around Los Angeles the increase has been marked but moderate.

Five out of six of the men who ask to have the operation are married and explain either that they want no more children or that it would be dangerous for their wives to have more. They have heard that the operation for the man is simpler, quicker and cheaper than the corresponding one for a woman (tying off the fallopian tubes).

Some family doctors do the operation in their own offices, other general practitioners send the patient to a urologist or general surgeon. With a local anesthetic, it takes about 20 minutes (and costs from \$25 to \$100). It does not change the man's sexual functioning in any way, except that the normally sperm-carrying fluid is free of sperm. Because the legal status of such operations is clouded in grave doubt, the doctor usually demands a statement, signed by both husband and wife, that they know what they are doing.

"Bullet Lou" Ricochets

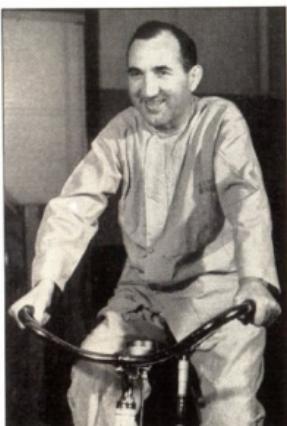
When Louis Joseph Kirn was a midshipman, he played halfback for the Navy against Knute Rockne's iron Notre Dame elevens and, despite a succession of banged-up joints, punched opponents' lines so hard that he won the nickname of "Bullet Lou." On Guadalcanal he commanded a dive-bomber squadron and flew missions around the clock. Kirn was not badly hurt when he had to ditch his plane in the Pacific, was unscathed in two torpedoes of the carrier *Saratoga*. On Pentagon duty last February, Captain Kirn, 46, was a wiry 168 lbs., and rated himself "the healthiest man in the world."

One Friday he woke up feeling seedy and decided that he had a touch of influenza. The dispensary gave him some pills. But Monday morning, Bullet Lou's fingers were so weak that he could not squeeze the toothpaste tube. At the U.S. Naval Hospital in Bethesda, Md., Kirn announced: "I'm a well man who isn't feel-

ing well." While doctors tried to figure out what ailed him, Kirn got worse. By 10 p.m. he was paralyzed from the neck down, could hardly breathe or swallow.

Bullet Lou Kirn had a severe case of a baffling disorder, fortunately uncommon (a big metropolitan hospital will average no more than 20 cases a year), for which doctors have an array of misnomers. The one most often used: Guillain-Barré's syndrome.⁹ Doctors have no idea what causes the disorder, but know that it usually follows a feverish upper respiratory infection. Mysteriously, some or all of the 31 pairs of nerve bundles that branch from the spinal cord become inflamed around their roots and can no longer control their muscles.

Navy medics put Kirn on a rocking bed to help his breathing. They pumped him



Walter Bennett

PATIENT KIRN

Three months to wiggle his fingers.

full of antibiotics to guard against pneumonia. But in ten days he ran a fever, and breathing and swallowing became so difficult that he was put in an iron lung. His lungs were filling with mucus, so a surgeon slit his windpipe and ran a rubber tube down it to drain them. Then Kirn had to be fed intravenously. Still he got pneumonia, so the Navy got in touch with the nearby National Institutes of Health, and borrowed a "cough machine" (a gadget which fills a patient's lungs with air, then empties them with explosive decompression more powerful than any human cough). Even this was not enough; the mucus had thickened too much. A

⁹ Named for French Neurologists Georges Guillain and Jean Barré, and called "syndrome" because it is a set of symptoms, not a specific disease. Other names: Landry's paralysis, infectious (or postinfectious) polyneuritis, acute idiopathic polyneuritis, and even encephalomyeloradiculoneuritis.



EVERYONE knows how these and other disturbing emotions can play havoc with our mental poise. But not everyone realizes that such emotional disturbances can also make us *physically* ill. For we can actually worry ourselves into stomach ulcers, high blood pressure, allergies, and other disorders. And, of course, if we already have any of these disorders, nervous distress can make them worse.

So if you find yourself, or any member of your family, becoming overburdened by emotional

problems, or fearful of physical ills, do not drift along and try to cope with these problems alone. The wise thing to do is to see your doctor.

It may surprise you to know how many of your physician's patients come to him with the same emotional burdens . . . how much he understands and sympathizes with such problems . . . and how wisely he can counsel you on the true causes of your condition, and the best remedial measures to take for your physical and mental well-being.

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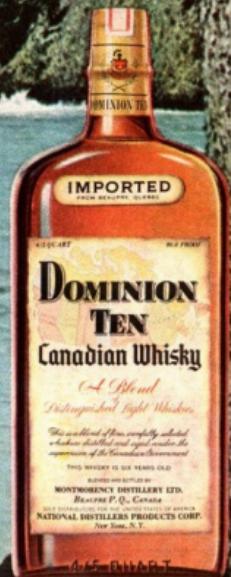
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hood was put over the patient's head, and he sweltered at 120° as steam kettles humidified the air. Doctors put detergents into the oxygenated air that Kirn breathed, and took to feeding him by a tube running through his nose to the stomach. Even so, in more than two months on the critical list, Captain Kirn faded away to 90 lbs.

Last week, brought back from the brink of the grave by the teamwork of 15 doctors and countless corpsmen, Kirn navigated his first unaided steps down a Bethesda corridor. Most Guillain-Barré victims, if they survive the first critical weeks, regain full use of their muscles. But not many have such a long and arduous way to come back as Bullet Lou Kirn. It had taken him three months even to wiggle his fingers and toes. Now, on a Spartan daily schedule which includes "walks" in the swimming pool, typing to exercise his fingers, pulling on a block and tackle loaded with weights, and twisting a wrist roller, Captain Kirn is mending fast and hopes to attend the Navy-Columbia game this week.

Votes Against Fluorides

Addition of fluorides to water supplies, in the proportion of one part to a million, has been shown in long-term scientific studies to cut down tooth decay and to be harmless. But in many areas, fluoridation has been opposed as premature or worse yet as "socialized medicine" or "forced medication." Of eleven communities that had the question up for a vote last week, nine voted against fluoridation, notably Atlantic City, N.J. (pop. 61,667), Salem, Ore. (43,140), Greensboro, N.C. (74,389), Birmingham, Ala. (326,037) and Fremont, Neb. (14,762). Approving fluoridation: Mountain Home, Ark. (2,217) and Palo Alto, Calif. (33,753).

Capsules

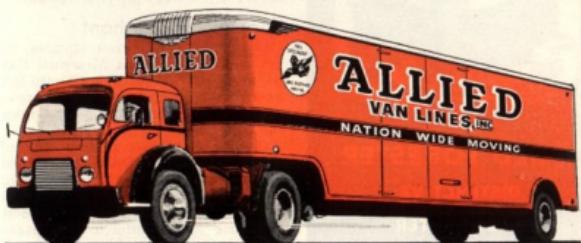
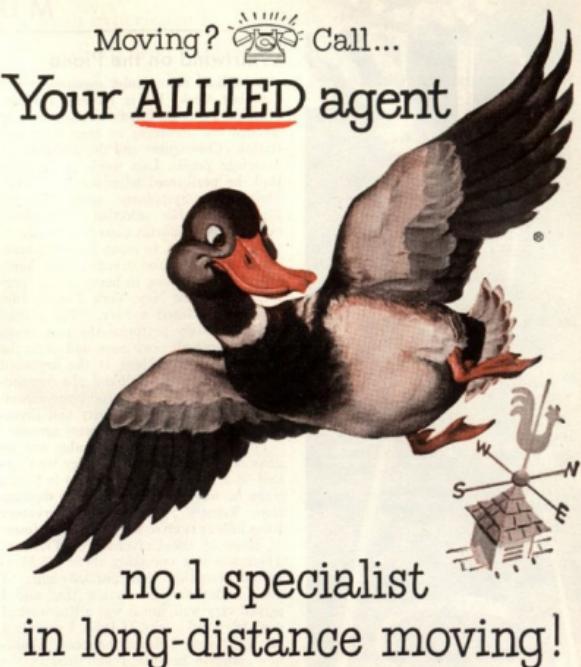
¶ Two artificial steroid hormones, made by Schering Corp., show great promise against rheumatoid arthritis. Named metacortandralone and metacortandarone, they are two to four times as powerful as cortisone and hydrocortisone and seem to produce fewer undesirable side effects. They may be generally available next summer.

¶ A bedside blood test that any family doctor can perform in a couple of minutes has been devised by George Washington University researchers for victims of certain kinds of heart and artery diseases. Hitherto, treatment with anticoagulating drugs like Dicumarol and Tromexan meant that patients had to go to a hospital every day; the simplified test means that the drugs can be used more conveniently for more cases.

¶ With funds from cigarette manufacturers, the Tobacco Industry Research Committee (TIME, Jan. 11) made six grants totaling \$82,000, mostly to university research teams, for work on the relationship between tobacco tars and cancer. The committee pledged itself not to interfere with the projects, and the scientists will have full freedom to publish whatever they find out.

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MUSIC

Whirlwind on the Piano

A brilliant new pianist appeared in the U.S. last week. He is Florence's Pietro Scarpini, 43, so far known in the U.S. only through one recording of Stravinsky and Bartok (*Colosseum*) and the praise of his American pupils. Last week, in Carnegie Hall, he performed with the New York Philharmonic-Symphony under Dimitri Mitropoulos. His selection: Prokofiev's rarely played, difficult *Concerto No. 2*.

The music was, to many listeners, acrobatic, unyielding and overdissonant, hardly the kind of thing to herald a new performer. But the New York Times' Olin Downes published a rave. "The pianist who adequately performs the part needs endless strength, swiftness and must be something of a cyclone at the keyboard . . . Mr. Scarpini fulfilled the requirements . . . a pianist of prodigious capacities . . . whirlwind virtuosity and rhythmic drive." The rest of the press agreed.

For Pietro Scarpini the kudos was no surprise. He was a child prodigy who ratified off Liszt's *Rhapsody No. 12* in public when he was six, won his piano diploma from Rome's St. Cecilia Conservatory when he was twelve. Today he is professor of piano at the University of Florence. There was just one thing about his Manhattan reception that puzzled him: "I don't understand the review that said I played very well, but it was a bad work. I don't play bad works. If I did, I could not play them well. I played the second Prokofiev concerto because I am tired of the third. I have already played it 30 times."

Soprano Triumphant

One of the world's great sopranos, La Scala's U.S.-born Maria Meneghini Callas, made her U.S. debut in Chicago last week. It was a rouser, recalling Chicago's greatest operatic days with Mary Garden and Galli-Curci.

Opening in *Norma*, Bellini's old and faded drama of the Druids, 30-year-old Soprano Callas lived up to her reputation. With her lissome figure handsomely clad in white and crimson, she looked almost too young and beautiful to be a pagan high priestess. She made a minimum of movement onstage, achieved precise dramatic effects by the tilt of her head or the angle of her body, but also electrified the crowd with slashing moments of violence, as when she confronted her faithless lover in Act II. Her voice ranged from flutey pianissimos that penetrated to the last row of the distant balcony to mezzo-fortes of melting sweetness to fortissimo trumpeting and often edgy fierceness. She may not have the most beautiful voice in the world (a credit often reserved for Italy's Renata Tebaldi or the Metropolitan Opera's Zinka Milanov), but she is certainly the most exciting singer.

The other performers, notably Mezzo-Soprano Giulietta Simionato, backed her superbly, gave old *Norma* the kind of urgency it has not known in decades. The



Martha Holmes

PIANIST SCARPINI
Prokofiev was safe in a cyclone.

orchestra, trained and brilliantly conducted by New York's young (37) Nicola Rescigno, gave every note the vividness of Technicolor. Chicago's top-hatted, diamond-sprinkled audience enveloped Soprano Callas in a hailstorm of applause.

To land such a diva was a major operatic coup for Chicago. Maria had left her native Manhattan to live in Greece when she was 13; by 1948 was engaged by La Scala. Married to an Italian millionaire (building materials), she has una-



Arthur Siegel

SOPRANO CALLAS (AS NORMA)
Top hats came off in a hailstorm.

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designers, to complement this
finest of all bourbons . . .
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AT LOUISVILLE IN KENTUCKY

bashedly let it be known that she would not sing in a company where another artist was higher paid. The Metropolitan Opera, with its \$1,000-a-performance limit, cannot afford her. But two young Chicago music lovers decided that Chicago had to have her.

Carol Fox and Lawrence V. Kelly, both in their 20s, were determined to break the jinx which has blighted Chicago opera ever since Sam Insull's gilt-edged company folded in 1932. They formed a new company called the Lyric Theater, got free use of the old costumes and scenery, scrounged funds. Says Soprano Callas, whose fee is a strictly guarded secret: "I liked the way they did things. Helping to do opera in Chicago gives me so much more pleasure than singing in the old, stuffy opera houses. Of course I am well paid. Why shouldn't I while I can? We ask our fee, and whoever is crazy enough to give it to us will give it to us."

After hearing *Norma*, Chicagoans were all set to go on being crazy.

Sounds of Our Times

At first, the record seemed to give off only a series of rumbles and gurgles. But soon the irregular surges and lulls began to sound like the surf, playing on pebbles, crashing on rocks, growing louder and louder until a big one landed with a thunderous roar, and the listener could almost see the flying spume and the screeching seagulls. Then, evoking a passage into a quiet bay, little waves lapped with a featherly sound on a soft beach, and a bell buoy clanked mournfully. On the other side of the record was a kind of aural shipboard narrative, beginning with the gorgeous sound of the *Queen Mary's* deep bass whistle, and ending with the horrid harrumph of the West Quoddy Head horn.

The record, *Voice of the Sea*, is the latest product of a Stamford, Conn., sound engineer, Emory Cook, who got into the record business with an equally unusual record of chiming music boxes, built his label (Sounds of Our Times) up to the point where he is now releasing full-scale symphony LPs, has other record executives keeping a slightly envious eye on him. Cook's market remains mostly "audiophiles," who shiver in ecstasy over a tingling triangle while hardly noticing whether the music is a symphony or a psalm. But the number of listeners who look for realism in recorded sound is multiplying every day. Last year, hi-fi fans bought 100,000 Cook LPs.

Sound Composer. After an engineering education, Cook started out doing radar work with Western Electric, then designed advanced equipment for making records. Next, he turned to making test records ("We've put 20,000 cycles on disks when everybody was crowding about reaching 15,000").

More or less for kicks, he began recording concerts from the radio. In 1950, stubbornly convinced that he could make better records than he could buy (he ridicules most current "high-fidelity" products as "high fidddledey"), Cook

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NATURAL WAY ADDING on the *first* Adding Machine
to fit and pace the human hand...the *first* American
10-key Adding Machine to show you actual
items before they are
printed on tape
or added...



...to feel how
each finger falls into natural
working position on the new,
patented Friden keyboard
(right or left hand) for
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Less hand movement and
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Convenience features never before combined in any adding machine! For example: **Clear Signal** prints automatically on tape with first item following a total
• **Totals and Sub-totals** obtained instantly by depressing bars—no space stroke required • **True credit balance** printed without extra motor operations or pre-setting
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Florists' Telegraph Delivery Association, Headquarters: Detroit, Michigan

spent a few rainy nights among the shunting yards of Harmon and Peekskill, N.Y. to record an LP called *Rail Dynamics*, whose clanking drivewheels and hissing steam valves are just about the most realistic sound effects in the business. For Recordist Cook, the disk represented an attitude. "The basic reason for serious records," says he, "is to preserve something; a performance, a situation, a sound, an emotion." It also represented a creative act, for in editing down his thousands of feet of tape, Cook found he was forced to "compose" in natural sounds.

Among his other early efforts: a rickety nickelodeon piano, a summer thunderstorm, a parade of an Irish bagpipe band.

Audio Account. Despite the fact that his recordings sounded far more realistic than most commercial releases, Engineer Cook was still dissatisfied. No matter how many microphones he used to pick



Roderick MacArthur

SOUND SCRIBE COOK
High fidelity v. high fidoodeley,

up sounds—or speakers to reproduce it—everything was reduced to a single groove on the record. It all sounded to him like listening through a porthole." His solution: adapting binaural or stereophonic sound (picked up by two microphones, fed through two channels and reproduced separately by two speakers) to records. Big companies, including Victor, see the straws in the wind, are quietly making binaural tapes of all their major recordings.

Today, Recordist Cook is busily tracking down musicmakers wherever they are. On a recent swing through the South and Mexico, he taped an old-style blues shouter (Lizzy Miles) in New Orleans, a honky-tonk piano man (Red Camp) in Corpus Christi, a giant organ in Morelia Cathedral. Last week, Sound Hunter Cook loaded his powder-blue Cadillac with recording equipment and set out in quest of another sound composition: an audio account of an evening at Minsky's burlesque theater in Newark.

Every man's a hero when these FLAGS FLY

1 "No drum major ever handled a baton the way Swiss villagers toss around flags," writes an American friend of Canadian Club. "It all began when Alpine patriots had to fight off hostile neighbors in the middle

ages. Taking a flag in battle made a man a hero. Back home, he swung the captured standard in jubilation. The Swiss made flag-swinging a sport. At St. Moritz I learned what a tough sport it is."



2 "I didn't see a Swiss miss the whole afternoon. While I butterfingersed, my companions threw furl'd banners high in the air, catching them deftly and whirlwindly, unfurled in complicated circles,

3 "They took my picture congratulating Theodor Wyrtsch, the winner. He'd tossed his flag 80 feet up, but what won him the honor was his perfect grace as he passed his fluttering banner between his legs, up his back and round his body, never stopping its smooth movement.

5 "Kings and commoners flock to St. Moritz. I met people from all over the world and almost everyone shared my liking for Canadian Club."

Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner, and tall ones after. There is one and only one Canadian Club, and no other whisky tastes quite like it in all the world.

4 "Symbols on the flags represent Swiss cantons, I learned later at the Chesa Veglia. My host awaited me with a consolation drink of Canadian Club!"



IN 87 LANDS... THE BEST IN THE HOUSE

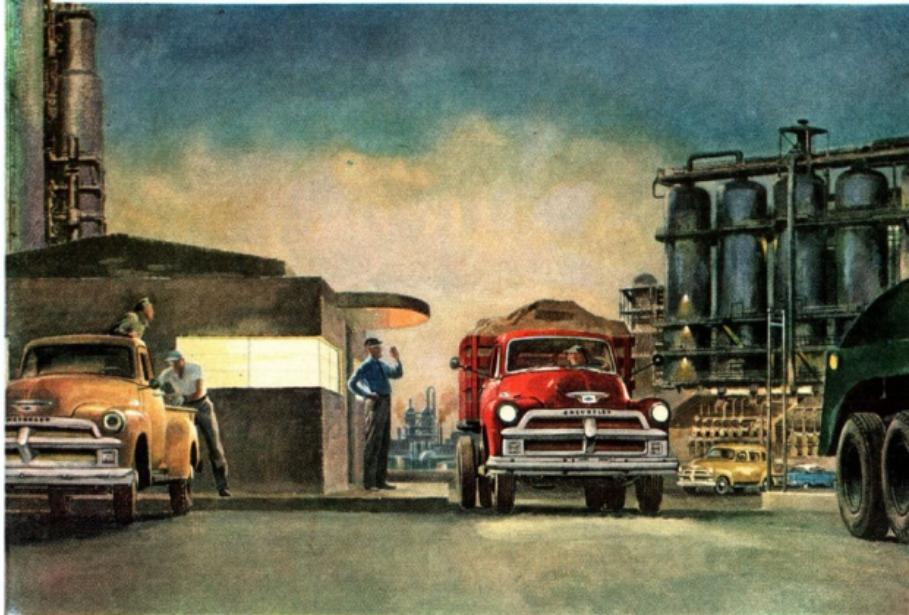
“Canadian Club”

6 YEARS OLD
90.4 PROOF

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IMPORTED IN BOTTLES FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.

It's better business to buy Chevrolet trucks



They stay on the job around the clock the year round!

Chevrolet trucks have long been famous for their ability to stay on the job longer. You've probably heard about how they keep rolling on all kinds of roads with all kinds of loads in all kinds of weather—with only a minimum of time out for upkeep or repair.

Well, new Chevrolet trucks are building an even greater reputation for stamina and dependability. And there are lots of good reasons why this is so.

In the first place, new Chevrolet trucks bring you extra chassis ruggedness. Frames, for example, are stronger and more rigid in all models. And every model has increased strength at other important points as well. Some

have heavier axle shafts. Some have more durable clutches. All are built stronger to stay on the job longer!

And that goes for engines and bodies, too! No wonder these husky new Chevrolet trucks are called "the most trustworthy trucks on any job"!

Whether you operate your trucks from "eight to five" or around the clock, new Chevrolet trucks will save hours and dollars on your job.

Right now is an especially good time to talk trucks with your Chevrolet dealer. Stop in and get his big deal on America's biggest-selling truck! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCKS



New Chevrolet trucks offer more advantages you need and want—

NEW, BIGGER LOAD SPACE: New pickup bodies have deeper sides. New stake bodies are wider, longer and roomier.

NEW CHASSIS RUGGEDNESS
Heavier axle shafts in two-ton models, more durable clutches in light and heavy-duty models, stronger frames in *all* models.

NEW AUTOMATIC TRANSMISSION*
Proved, thrifty Truck Hydramatic transmission is offered on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton models.

NEW ENGINE POWER AND FUEL ECONOMY: Bigger, brawnier "Thriftmaster 235" engine. Rugged, durable "Loadmaster 235" engine. All-new "Jobmaster 261" engine.* All three deliver new operating economy!

NEW RIDE CONTROL SEAT:* Seat cushion and back move as a unit to "float" you over bumps. Eliminates annoying back-rubbing.

*Optional at extra cost. Ride Control Seat is available in cab of 1-ton and 2-ton models; standard cabs only in other models. Jobmaster 261" engine available on 2-ton models.

NEW COMFORTMASTER CAB
Offers new comfort, convenience and safety. New one-piece curved windshield provides extra visibility. New instrument panel is easier to read and controls are easier to reach. It's the cab that has everything a truck driver wants!

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!



It takes aluminum. In addition to utility buildings such as barns and shops, more and more aluminum is going into homes. Aluminum clapboards are easy to apply, won't warp or rot. Available in handsome colors.



It takes aluminum to make the Post Office Department's new home-delivery mail cart light, rugged and weatherproof. Capacity is more than twice that of a shoulder-bag. It helps deliver more mail faster.



For more of the good things of life

It takes aluminum. New AMF Pinspotter performs every pin-boy service electromechanically. Removes dead wood, replaces standing pins. Then clears pins, spots a new set. Pin-indicator flashes strike or standing pins.



It takes aluminum. Shiny-clean aluminum helps make the kitchens on the new airliners a miracle of compact efficiency. Hot foods are kept hot, cold foods cold and everything shipshape for satisfying meals aloft.



Strength, light weight, durable beauty . . . aluminum combines these benefits, and so it is put to more new uses than any other metal in our day.

Each month, each year, U.S. industries need more aluminum. A secure source of supply is found in Canada, good neighbor and best U.S. customer. Smelting aluminum takes millions of horsepower of electricity. That Canada has — vast waterpower resources not competed for by other industries. No

other country in the free world has so much waterpower readily usable for economical aluminum production.

Aluminum from Canada benefits the U.S. economy by assuring factories the raw material they need, and thus helping to insure jobs for over a million metalworkers in the United States . . . Aluminum Limited, Montreal: one of North America's great aluminum producing enterprises.



**Aluminum
*from Canada***

Counting the Votes

In TV news, CBS usually tops NBC—but last week the networks divided honors. On CBS, Commentator Ed Murrow and Political Analyst Sam Lubell made the most sense as the confusing election returns mounted. But NBC scored with such new techniques as the split screen that let four reporters from as many cities talk to each other (and the viewers) at the same time. In a post-midnight phone call, Vice President Richard Nixon praised NBC for "objective reporting" and for "the finest election coverage I have ever seen."

NBC's regional roundups were more effective than the general CBS coverage. CBS's news desk overscreened its commentators, leaving them time and again with little to say that they had not said half an hour earlier. On CBS it sometimes appeared that there were more commercials (for Roto-Broil and Prestone) than election returns.

Probably the outstanding TV casualty of the night was Univac—the giant electronic brain built by Remington Rand and used by CBS to project early returns into estimates of final results. Everybody remembers how Univac predicted a Republican landslide early in the 1952 presidential election and how CBS kept the prediction dark. As a result, Univac was scooped by the returns themselves.

Last week, possibly in revenge, Univac turned Democrat with a vengeance and predicted a Republican disaster: shortly after 9 p.m., Univac claimed that the Democrats would win a majority of 64 seats in the House and 23 in the Senate.

But two hours later the machine completely reversed its field. Commentator Charles Collingwood, who nursemaided the mechanical brain both in 1952 and last week, says: "Suddenly Univac said the Republicans were winning the House. We didn't know what to do. Should we change the machine? After all, last time the experts were wrong. I decided to stick with the machine." This particular error turned out to be caused by human frailty: a teletype operator had transposed the Democratic and Republican figures.

As for Univac's mistaken idea that a Democratic sweep was in the making, Collingwood thinks it resulted from the fact that the first two states to report—Delaware and Connecticut—showed a heavier Democratic vote than was true of the national scene. Explains Collingwood, defensively: "After all, Univac is only human—that is, it can only make predictions based on the material that humans feed into it." Collingwood asked an attendant mathematician if he could explain what went wrong, and got the Einsteinian answer: "It may be in the fixability of the K factor."

The Week in Review

Except for the elections (*see above*), last week was most notable for three returning shows and an off-screen squabble. Du Mont's second-highest rated program, *Life Is Worth Living* (the first: professional football), again featured Bishop Fulton J. Sheen, resplendent in his ecclesiastical robes and as pontific in gesture and incisive in speech as before. There were some additions: 1) a new set, giving the appearance of a paneled, tile-floored



CBS'S COLLINGWOOD & UNIVAC
To err is only human.

room, 2) a new statue of the Virgin Mary that was conceived and commissioned by the bishop and introduced as "Our Lady of Television," 3) a new blackboard gimmick, which, instead of last year's "angel," who hastily erased when Bishop Sheen walked to another part of the stage, now uses a system of sliding panels that permits quick removal of a chalked-up board and its replacement with a fresh one.

Bishop Sheen spoke on the "Psychological Effects of the Hydrogen Bomb" and, as usual, tempered the ominous parts of his message with a sprinkling of jokes and puns. The bishop also scored a partial triumph over his sponsor, Admiral Corp., which last summer announced that the show would be limited to some 60-odd stations. Bishop Sheen countered by promising his fans that he would be seen on "close to 200 stations." His opening show was carried by 126 stations, and at week's end Du Mont reported that the number had reached 144.

NBC began the sixth year of its outstanding *TV Opera* series with a capable colorcast of Mozart's *Abduction from the Seraglio*; it did even better with the returning cultural show, *March of Medicine*. Produced by Smith, Kline and French Laboratories in cooperation with the American Medical Association, *March of Medicine* opened with an unprecedented trip by TV cameras to New York's Hudson River State Hospital, for a study of the care and treatment of the mentally ill. Viewers are likely to remember for a long time the shots of patients on the lawns and benches of the hospital grounds. No faces were shown, but none needed to be, for there was overwhelming pathos in the pictures of patients' hands either plucking nervously at grass or gripped together in numb despair.

The off-camera crisis racked the *Buck-Berle Show*. Tiny Ruth Gilbert (Mrs. Emanuel Feinberg), who plays Max, a



NBC'S SWAYZE & FLEMING (TOP). HARKNESS & HENRY (ON SPLIT SCREEN)
After midnight, a word from the Vice President.



PAPER'S CHILD

Little lady, as you ply your scissors you don't even think of the paper you cut, but only of the wonderful dolls you are able to create.

And so it will be, all your life. You will think more of what paper *does* for you than of paper itself...yet there never will be a day in which paper does not affect the way you think, learn, live, work or play. You are growing up in an *age of paper*.*

So, Crown Zellerbach is planning for your future: through careful forest management, research, the training of skilled workers, development of new products and improved methods of distribution. You are paper's child...and we are thinking ahead to your future needs.

*Per capita consumption of paper in the United States is nearly 400 pounds yearly; in Russia, 13 pounds. Ratio: 30 to 1.

CROWN ZELLERBACH

PAPER AND PAPER PRODUCTS SINCE 1870



San Francisco 19



RUTH GILBERT
Half-hidden or all gone?

secretary madly in love with Milton, is scheduled to have a real-life baby in February. Unfortunately, as one of the show's producers puts it, "she looks as if she's going to have it today." Since her comic line is that she passionately wants to marry Berle, her pregnancy presented a problem that has, so far, been avoided only by keeping her seated at a desk. Berle's writers suggested that she be written out of the show until she has her baby. Ruth objects because, "I've been told that if I'm off the show too long, I would lose my value for coming-back purposes." An actor can be barred for physical disfigurement but, asks a lawyer: "Is pregnancy that kind of disfigurement?" Possible solution: arbitration that will enable Ruth Gilbert both to have her baby and some of her \$1,500-a-week salary.

Program Preview

For the week starting Wednesday, Nov. 10. Times are E.S.T., subject to change.

TELEVISION

Disneyland (Wed. 7:30 p.m., ABC). The nature film, *Seal Island*.

Best of Broadway (Wed. 10 p.m., CBS). Ethel Merman in *Panama Hattie*.

Football (Sat. 2:25 p.m., ABC). Georgia Tech v. Alabama.

Toast of the Town (Sun. 8 p.m., CBS). Excerpts from the new movie, *The Last Time I Saw Paris*, with Elizabeth Taylor, Van Johnson.

Producer's Showcase (Mon. 8 p.m., NBC). *State of the Union*, with Margaret Sullavan, Joseph Cotten.

RADIOS

Friday With Garroway (Fri. 8:30 p.m., NBC). With Doris Day, Mary Martin.

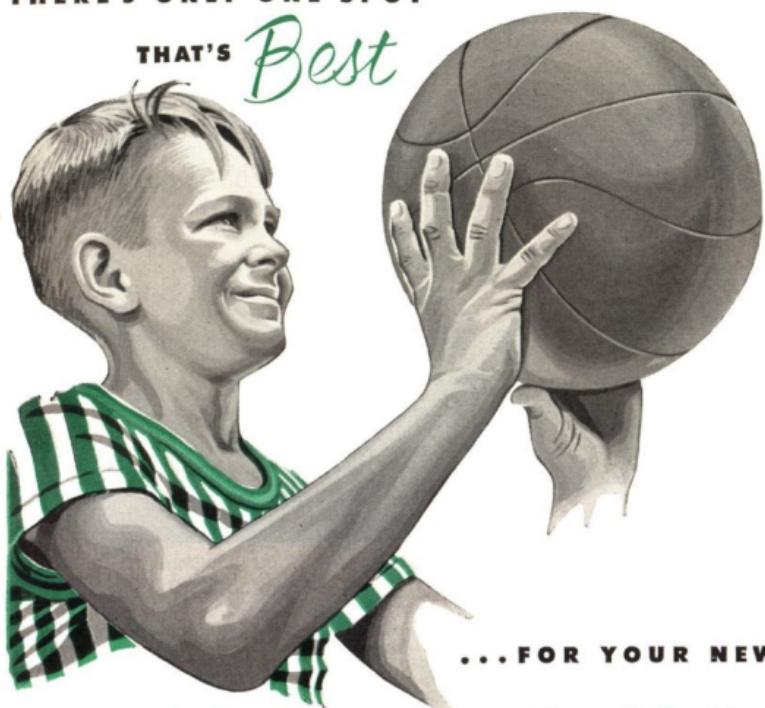
Boston Symphony (Sat. 8:30 p.m., NBC). Conducted by Charles Munch.

New York Philharmonic (Sun. 2:30 p.m., CBS). Première of Roy Harris' *Symphonic Epigram*.

Hallmark Hall of Fame (Sun. 6:30 p.m., CBS). With Helen Hayes.

THERE'S ONLY ONE SPOT

THAT'S *Best*



...FOR YOUR NEW PLANT

...it's in the Gulf South

It takes a well placed shot to put that basketball in the one best spot to score. And it takes a well located plant to add those extra industrial advantages that only the Gulf South area offers. These advantages, including raw materials . . . industrial water . . . skilled workers . . . and dependable natural gas, merit investigation before selecting your new plant location.

Visit the Gulf South and pick that *one best spot* that meets your industrial requirements.

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Diversified and abundant, ranging from agricultural and forest resources to the innumerable by-products of the petroleum industry.

INDUSTRIAL WATER

Adequate rainfall, together with natural and man-made reservoirs, assures a dependable water supply in hundreds of locations.

SKILLED WORKERS

You'll find large numbers of skilled workmen in many locations in the Gulf South . . . available to staff any new plant you may build.

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ART

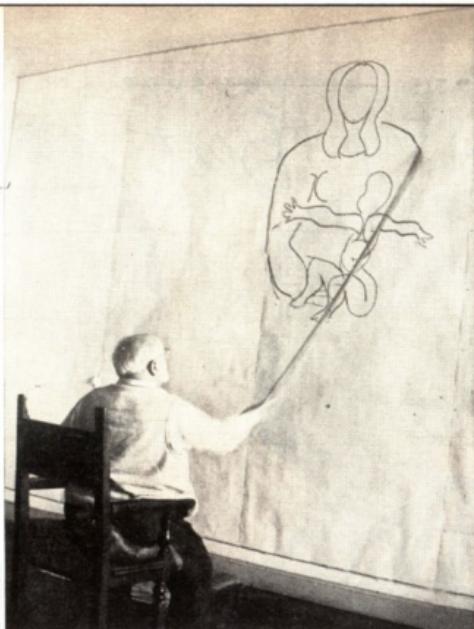
Rainbow's End

Henri Matisse died last week, and the most brilliant fountain of light and color in modern art was sealed.

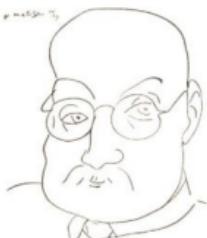
He died in the quiet of a Riviera late afternoon, in his hotel apartment overlooking Nice. His secretary, his nurse, his doctor, and a daughter were with him. For 14 years he had remarkably survived the ravages of intestinal cancer, although doctors, in 1941, had given him only six months to live. But at 84, Matisse's heart finally stopped.

Within hours of his death, the living began to reckon Matisse's achievements. London Critic T. W. Earp called him "one of painting's lyric poets." In Paris, the French Minister of Education stated that Matisse commanded "the most French of palettes." Jack-of-Arts Jean Cocteau went further without stretching the truth very much: "He was a bright sun."

A Matter of Fun. On a more down-to-earth level, Matisse was a pleasant, plump and proper bundle of paradoxes. He was finicky in his dress as he was daring in art; a pleasure-lover in his leisure time and a puritan in the studio. His pink face was bearded and benevolent; his slate



MATISSE SKETCHING DESIGN FOR THE VENCE CHAPEL (1949)
"The important thing is to keep the naïveté of childhood."



Cleveland Museum of Art

blue eyes coolly attentive. He would discuss art lucidly and at length with all comers, punctuating his remarks by precise gestures of his small, square hands. Matisse knew his field as well, perhaps, as one man can. He tilted it conscientiously, and enlarged it courageously. Yet he maintained that painting is more instinctive than intellectual—a matter of fun, not formulae. "The important thing," he insisted, "is to keep the naïveté of childhood. You study, you learn, but you guard the original naïveté. It has to be within you, as desire for drink is within the drunkard, or love is within the lover."

A grain merchant's son, born in Picardy, Matisse began a stumbling art apprenticeship at 20. He studied for a while under Adolphe Bouguereau (a sort of defrosted Ingres) and then under the minor painter and great teacher Gustave Moreau. He practiced and trained and worked, for as he was to tell his own students years later, "One must learn to walk firmly on the ground before one tries the tightrope." To support himself, he tried copying masterpieces in the

Louvre—and learned to his dismay that the wives and daughters of the museum guards were better copyists than he.

Emancipation Day. After some years, he began to have a modest reputation for mahogany-brown canvases. He himself decided that they were stale as last week's coffee, and turned to impressionism. His impressionist works dazzled some critics, but failed to satisfy their creator. One day he destroyed a just-finished still life, simply because "it did not express me or

express what I felt." He counted his emancipation from that day, but at the turn of the century Matisse was still trying to find his true path.

A painting, he decided, is above all a painting and not a picture. Whatever it represents is secondary; the lines and colors on the canvas are what matter. So instead of holding a mirror up to nature, he decided to make free with her. That settled, he spread his former paintings on the floor and regarded them as from a great

PAINTINGS BY SAGES

THE Cleveland Museum of Art last week opened the finest survey of Chinese landscape painting ever assembled in America. Its 137 exhibits, borrowed from collections as far distant as Tokyo and Beirut, ranged from the 4th century to the 19th, and included dozens of masterpieces. Though Europe has produced a host of great landscapists, from Claude Lorrain to Paul Cézanne, the West's best could have learned much from the Chinese.

In Europe, landscape painting did not amount to much until religious art declined. Things were very different in the East, for China's two greatest religious leaders, Confucius and Lao-tse, carefully taught their followers to contemplate landscapes. Wrote Chuang-tse, a disciple of Lao-tse: "The true sage, taking his stand upon the beauty of the universe, pierces the principles of created things."

What Cleveland's show proved to the hilt was that China's greatest artists were also sages, and that their brushes could not only pierce but also lay bare, with a few swift strokes of intuition, the "principles" of nature. Rocks become bones of Earth itself; rivers become her blood, trees her hair, and everything moves in a rhythm deeper than man's scurry.

In a just-published book, *Aspects of Chinese Painting* (Macmillan; \$7.50), Alan Priest, Far Eastern expert of Manhattan's Metropolitan Museum, explains: "The Chinese look upon natural things with an eye and feeling more intimate than is common to the West. The scholar seated under the ancient pine looking out upon the lofty hills is not alone; he is part of them, and they of him."

CHINESE ART AT CLEVELAND

PAVILION NEAR OLD PINES by Ts'ao Chih-Po was painted during the short-lived but artistically eternal Yuan dynasty (1279-1368), which superseded the romantic late Sung with an era of "purity and loftiness."



Walter Hochstader

Frank Coro

CH'A SHIH-PIAO's lakescape, dated 1684, is part of his album devoted to various former styles of painting. By Ch'a's time (the Ch'ing dynasty), easy, imitative art was prized most.



Can you do this? Poly-Eth can...!



(Exclusive to chemists: Yes—tub, bottle, faucet, girl, sponge . . . all are polyethylene.)

A bath in the acid that eats glass

Don't try this: don't even touch a drop of hydrofluoric acid. This glass-eater devours almost anything, but won't even nip our little Miss Poly-Eth, who is Spencer's symbol for polyethylene. With this wonder plastic, chemists now have light-weight containers for storing and shipping this deadly but useful acid.

But that's not all: Poly-Eth can hold a wire with thousands of volts surging through it, and not lose a spark. She's as comfortable at 100° below as at room temperature. And how that girl can stretch—up to five times normal size without a break or tear. Little wonder that polyethylene is the most exciting word in plastics today!

And Poly-Eth soon will be rolling out of Spencer's new plant, now under construction at Orange, Texas. Perhaps Poly-Eth is in *your* future.



For more information about Spencer Chemical Company, write for your complimentary copy of our annual report (June 30 fiscal year). Poly-Eth is only one of Spencer's products . . .

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distance. They showed that he had studied nature long and hard. Also, he "found something that was always the same and which at first glance I thought to be monotonous repetition. It was the mark of my personality . . . I made an effort to develop this personality by counting above all on my intuition . . . I said to myself: 'I have colors, a canvas, and I must express myself with purity.'"

Green Hair. The pure Matisse emerged at Paris' Autumn Salon of 1905. His works were hung in a room apart, with those of some other young rebels named Rouault, Derain and Vlaminck. A critic promptly dubbed them *Les Fauves*—"Wild Beasts." Never since the Dark Ages (when artist-monks symbolized reality, instead of trying to counterfeit it, in their illuminations) had painters used colors so arbitrarily. Matisse's colors were the brightest he could buy, brushed in flat



Jazz published by Tériade, Paris, 1947
MATISSE'S "ICARUS"

The result of a long career.

and separated by dancing lines. A tree might be turquoise or tangerine, a river russet, a girl gold, with green hair.

From then on, Matisse's art changed only superficially, yet met with steadily growing acceptance and eventually with acclaim. He became a millionaire, and the world's great museums vied for the honor of exhibiting his work. Shining land, sea and street-scapes lay just outside his tall, half-shuttered windows at Nice; he brought them indoors onto canvas. His scores of "odalisques"—with a bosomy local girl posing amid a few harem props—were among his best-known pictures, not so much cheesecake as soufflé, not so much woman's form as woman's charm. By 1948 even the U.S. knew him well; that year he was accorded a great retrospective by the Philadelphia Museum of Art, and in 1951 by Manhattan's Museum of Modern Art.

Simplistic Beauty. Matisse's style was sinusuous as Chinese brush drawing, clearcut as Persian miniatures, and sometimes as flat as Turkish rugs; his art had ancestors

around the globe. Beauty of the most serene and sensuous sort, achieved by the simplest means possible, was always his goal. He never tired of it, and consistently splendid triumphs of the pursuit flowed from his brush until he died. No 20th century painter had higher esthetic standards—or met them more often.

But standards, however lucidly set or economically met, are by no means the whole of art, and the 20th century has produced at least three painters who rival Matisse in importance: Wassily Kandinsky (for daring), Paul Klee (for imagination) and Pablo Picasso (for passion). Picasso, the only one still living, has always been more easily bored than the others, and has always come back bursting with new beauties. If much of his work is mud, the best is thunder and lightning which makes Matisse's rainbow splendor seem a bit thin by comparison.

Paper Cutting. In his latter years, Matisse was often sick. A girl who later became a Dominican nun nursed him during World War II, and Matisse, with the generosity of genius, later reciprocated with what he hoped would be his "masterpiece"—a chapel in the Provencal village of Vence. The entire chapel and all it contains is Matisse-designed, yet the ensemble does not quite hang together (perhaps because Matisse was unused to working in three dimensions). But the stained glass windows are glorious; Matisse planned them by scissoring bits of colored paper and pasting them in semi-abstract patterns.

Between the completion of the windows and his death, the old man sat up in bed to paste together a number of pictures the same way. To visitors puzzled by the triviality of his materials and the childlike insouciance with which he handled them, he majestically explained that such work "might be compared to direct carving in sculpture—the same thing accomplished in color that Michelangelo did in stone . . . the result of my long career." Examples such as his *Icarus* (see cut) almost justified the boast. For variety he sometimes fastened charcoal to a long stick and with the stick sketched on wall or ceiling.

Matisse's joy in life did not dim toward the end, nor did his art.* But he was sometimes troubled by the thought that the sum total of his influence on young painters would be negative. "I have always tried to hide my own efforts," he wrote, "and wished my works to have the lightness and joyousness of a springtime . . . So I am afraid that the young, seeing in my work only the apparent facility and negligence in the drawing, will use this as an excuse for dispensing with certain efforts which I believe necessary."

What efforts? Matisse had a proud, joyful answer: "An artist must possess nature. He must identify himself with her rhythm."

* Last year he presented his home town, Le Cateau, with 100 of his works. An estimated 2,000 of his pictures were still in his own collection when he died.

INSIDE THE SOUR MASH BOURBON BUSINESS

by
J. P. Van Winkle
President
Stitzel-Weller
(Old Fitzgerald)
Distillery
Louisville, Kentucky
Established 1849



There's the story of the country boy who saw his first giraffe. "There just ain't no such animal," he muttered. Some folks look at our old fashioned sour-mash distillery and say they the same thing.

In a way we are a business freak. Our sole business is making one sour mash bourbon by the old fashioned "open tub" method. We break almost every rule of modern industry, yet continue to run our still.

It is possible to pressure-cook our mash in a matter of minutes. We take 3 hours.

If we were a mind to, we could "squeeze" our grain for higher yields. Instead, we willingly sacrifice 1 quart of whiskey for every bushel we mash.

Our fermentation period is 72 to 96 hours. This means we produce half as much whiskey as we might on the same vested capital.

We distill at low proof to retain all the precious flavors, then redistill for further refinement. This double process increases our cost.

How do we stay in business, yet flout all the economies of mass production? And why do we try?

First, because the slower, more expensive "open tub" method is the only way to make the kind of bourbon which brought fame to Kentucky.

Secondly, we believe there will always be enough discriminating customers who appreciate the finer qualities of true Kentucky Sour Mash to absorb our limited production.

For your business entertaining we invite you to join the inner circle of executives who have discovered the oak-ripened excellence of OLD FITZGERALD, and find it good business to share, in moderation, with associates and friends.

Bonded 100 Proof Original Sour Mash Kentucky Straight Bourbon

1,000 Chicago Cab Drivers Can't Be Wrong!



Sensational New
Sinclair Motor Oil
Keeps Cars Going
100,000 Miles
Without Engine Repairs!

New Sinclair EXTRA DUTY Motor Oil was tested in over 1,000 Yellow and Checker cabs in Chicago. Cabs ran day and night under toughest conditions... a real "taxi torture test".

Amazing results show cab after cab using Sinclair EXTRA DUTY Motor Oil gave top performance for over 100,000 miles without engine repairs! During the test period, cabs using regular oil consumed twice as much as those using Sinclair EXTRA DUTY.

Why not let Sinclair EXTRA DUTY Motor Oil keep your car engine in top operating condition for 100,000 miles? See your Sinclair Dealer.



SPORT

Leading Lions

It was probably a mistake for the Baltimore Colts' Bert Rechichar to boot a 34-yd. field goal early in the first quarter. It seemed to make his teammates nervous to be three points out in front of the Detroit Lions, the best professional football team in the business. Behind his own goal line to punt, just a few minutes later, Colt Quarterback Cotton Davidson got a glimpse of the whole Detroit line bearing down on him, fumbled the pass from center, watched Lion Guard Harley Sewell drop on the ball for a touchdown. After that the Colts and the crowd did not get a chance to forget that the Lions are champions of the National Football League.

Tough, offensive Lion linemen kept Baltimore in check while Quarterback Bobby Layne moved back, took aim and fired his long, string-straight passes. Better than half the time, the ball and a big Lion end got to the same place at precisely the same time. When Baltimore defensemen dropped back in desperation, Layne handed off to his jolting halfback "Hunchy" Hoernschemeyer or rifled short shots to Doak Walker, his slippery high-school ex-teammate from Dallas. Of 28 Layne passes, 18 connected for 246 yds. At halftime, the Lions led, 10-3. By the time the chilly autumn evening was over, the Lions were on the long end of a 27-3 score.

The Lions' lot is not always so easy. A fortnight ago, they had to come from behind twice before they beat the Los

Angeles Rams, 27-24. And the week before, they dropped a big one to San Francisco's Forty-Niners, 31-37. There are some tough games left to win before the Lions are home free. In the Eastern division, the N.F.L. race is remarkably close. Four Clubs (New York, Pittsburgh, Philadelphia, Cleveland) are fighting it out for the lead; every one of them is a dangerous contender. The happy truth is that all twelve teams in the league[®] are loaded with talent. Pro football this year is having one of its best seasons ever.

Attendance figures are high. Record so far this year: 93,500, at the Los Angeles Coliseum, where the Rams beat the Forty-Niners, 24-24. Even less interesting games usually draw crowded football. Despite its brief season, which ends with an interdivision playoff in December, pro football is one of America's top-ranking spectator sports. The rough excitement of big men throwing the weight around with skillful violence more than matches amateur Saturday afternoons larded with college spirit. Players and fans have another advantage over the old college crowd: there is only one interconference playoff, and among the busine
ssmen ballplayers, there is always undisputed champion.

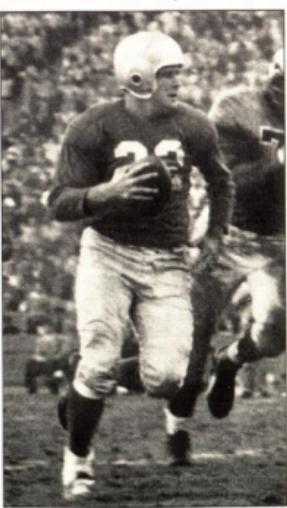
Around Detroit, at any rate, there is little doubt about who the 1954 champion will be. Layne and the Lions have won the title two years running; for their loyal fans, this season's playoff is a mere formality.

Inferiority Complex

The sleek, black colt looked like a winner. Highbred and proud, Landau moved out of the paddock under the royal purple, gold and scarlet silks of his owner, Queen Elizabeth II. But his reputation had preceded him to the U.S. Event horseplayer who had come to Laurel, Md., for the third running of the Washington D.C. International knew the skittish three-year-old as a notorious equine neurotic. Balky as a kid who always refused to perform for company, he had anasperating habit of quitting in a clattering stretch drive.

Still, the Queen did not quit on her colt. Like an anxious modern mother, she turned to psychiatry for help. There were experts in the Laurel grandstand who believed that Landau had been cured of his inferiority complex and was ready to

Techniques for Twitches. Before Landau was flown to the U.S., a blue-eyed pixy named Charles Brook—with a face remarkably resembling Sigmund Freud—commuted for weeks between his Hayley Street office and the royal stable outside Newmarket. A psychotherapist who began his professional career as a corporation lawyer, Brook would str



Mark Kauffman—Sports Illustrated
DETROIT'S LAYNE
Skillful violence.



THERAPIST BROOK TREATING PATIENT
When a horse is neurotic, look for a one-track mind.

past the sneering unbelievers of shed row with magnificent aplomb and go directly to Landau's stall. There, standing close to his patient's side, he would place his left hand on the colt's withers, his right hand on the smooth, black belly. For 20 minutes, horse and horse doctor would meditate in silent communion. "I don't go in much for talking to horses," said Brook. What he does, he explained, is "change nervous impulses," reprogram them until his patient's mind works to full capacity.

Therapist Brook learned his technique the hard way—working on humans. With his delicate touch, he says, he has treated insomnia, twitches, failing eyesight, ulcers, bad tempers and alcoholism. He has even helped golf addicts to lower their scores. When he discovered that his laying on of hands worked in absolute silence, he was ready to take on dumb animals.

Hand-Ride for Fisherman. Now and then, after Brook's therapy, horses have run better. Even Landau went well for a while on English tracks last summer. But at Laurel last week, the neurotic colt faced a soggy track and stiff competition from six other fine thoroughbreds.

The crowd made Banassa, a French filly, the favorite, but careful handicappers hedged their bets and put something down on Sonny Whitney's game little colt, Fisherman. Hand-ridden almost all the way by Jockey Eddie Arcaro, and barely beating Banassa, Fisherman paid off.

As for Landau, he had one of the worst relapses of his career. He made a fine, fast start and led the field for a mile; then, in the backstretch, he simply quit. Said a bustedbettor: "That horse is so bad off, not even a head shrinker could fix him. His trouble is he knows he's inferior."

Scoreboard

¶ In the Big Ten, unbeaten Ohio State moved out of the conference for one afternoon, took on the Pitt Panthers, trounced them 26-0 and got ready to buy its squad a fistful of tickets for the Rose Bowl. Michigan, meanwhile, hung on to its thin hope for the Big Ten title by beating Illinois, 14-7.

¶ In the Pacific Coast Conference, the high-scoring Bruins of U.C.L.A. demonstrated once more that they are the class of the West and ran away from Oregon, 41-0. But the Bruins are ineligible for this year's Rose Bowl game, and U.S.C. all but earned the job of greeting the Big Ten visitors on New Year's Day by beating Stanford, 21-7.

¶ Among the Independents, the unbeaten and untied Hurricanes from the University of Miami blew themselves out and were whipped by Auburn 14-13. The upset reduced the list of unbeaten and untied teams to five: Oklahoma, Ohio State, U.C.L.A., Arkansas and Cincinnati.

¶ In the Ivy League, while Harvard beat Princeton (14-9) for the first time in eight years, Yale was humiliated by Army's merciless Black Knights, 48-7.

¶ In Manhattan, Yankee Yogi Berra broke a long-standing habit of holding out until late spring before accepting his season's contract. Offered an estimated \$45,000, Yogi grabbed for a pen like a catcher going for a squeeze bunt, signed and became the best-paid backstop in baseball.

¶ At Lexington, Kentucky's Keeneland Sale, the Aga Khan's nine-year-old bay mare, Masaka, was bought by Horsetrader A. B. Hancock Jr. for \$105,000, highest price ever paid for a thoroughbred brood mare at a U.S. auction.



Bright Idea!

Used to be that when someone had a bright idea (according to the cartoonists, anyway) a balloon would appear over his head, with a light bulb in it.

This time of year it's more likely to show a bottle of Lord Calvert, the whiskey that costs a little more, tastes a little better, and makes such a marvelous gift—especially in the gold or silver "Treasure Chest" package.

Of course a bottle of Lord Calvert won't light up. But the faces of the folks you give it to will. After all it's the only gift that says "To a Man of Distinction".

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DIST. CO., N.Y.C.

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*For more than 100 years,
we have been the
most consistent & uncompromising
in Liberty and Dedication to our
Country that all other
newspapers have ever had.*

message is the one that LIVES

It didn't matter what had become of that original piece of crude paper upon which A. Lincoln had written the message that began: "Fourscore and seven years ago . . ." Sensing the impermanence of spoken words, Lincoln himself declared: "The world will little note nor long remember what we say here. . ." But his words were caught and preserved for all time by the newspaper presses of the nation.

Nor did it matter that the singing words of Homer, his *Iliad* and *Odyssey*, were spoken from memory, for there were scribes who wrote them down and kept them fresh and living for all mankind.

Yes, the written message, and chiefly the printed message, is the one that lives. But more than that, the written message is tangible as well as permanent. You can return again and again to it, study it, clip it out, pass it on to others.

Without wishing to profane Lincoln's glorious words, or the ancient classics, This Week Magazine asks you to consider the proposition that the written message is the one that lives in terms of advertising.

The printed page, rich in detail, exact in its message, can be studied by the reader . . . not fifteen seconds, not a minute—but for an hour if the reader so wishes.

But, more importantly, from the psychological point of view, the printed advertisement is a message read willingly. When Mrs. Smith sits down with her magazine, she is asking to be sold; she wants to know about the new cake mix. And Mr. Brown wants to study the features of the new cars.

This Week Magazine, one of America's foremost representatives of the printed medium, pays distinct homage to the other media for their massive and ceaseless services to our nation. But This Week asks you, the advertiser, the merchant, the businessman, the financier, to remember that the written message is the one that lives . . . lives not only in terms of time, but in reality, clarity, memorability. This Week wishes to remind you of the basic wisdom of building your campaign around visual, printed media. In other words, if you want your message to work and to last, put it in print first.

A Written Advertisement That Lived—The February 15, 1953, issue of This Week contained a Knox Gelatine advertisement which achieved a noteworthy record in terms of both effectiveness and longevity. It was a two-column, black-and-white insertion with a coupon. During the first week following the appearance of the ad, 35,896 coupons were received. By the end of the second week, the return was 53,118. And returns continued to pour in; in the 26th week after the ad ran, 170 replies were received! The grand total was 64,580 responses for this single insertion, substantial evidence of the fact that the written message *does live*.

This Week
MAGAZINE

Your messages in This Week

*(will LIVE) in 10,900,000 homes
throughout America!*

BUSINESS

STATE OF BUSINESS

Bulls on the Move

At the opening bell on the day after election, brokers swarmed around the 18 trading posts of the New York Stock Exchange, their pockets stuffed with buy orders. As big blocks of stock changed hands, prices surged ahead throughout the list. U.S. Steel jumped $2\frac{1}{4}$ to $58\frac{1}{2}$; General Motors racked up a gain of $2\frac{1}{2}$ to close at $92\frac{1}{2}$. Such stocks as Bethlehem and Westinghouse, which had sold ex-dividend only the day before, made up the amount of the dividends and more. By day's end the heavy buying had sent the Dow-Jones industrial average up 7.54 points to 361.50, biggest one-day rise since the war market of Sept. 5, 1939. Next day the industrial average pushed

(including appropriations held over from the year before) and \$56.6 billion in appropriations, but defense spending will be about the same.

Taxes: The Treasury is considering another tax-revision bill, calling for a reduction in capital-gains taxes, a broadening of depletion allowances and a cut in taxes on foreign profits, but pro-business tax cuts will run into more trouble with a Democratic Congress. The Democrats will probably push for a boost in individual income-tax exemptions, and some excise taxes may be removed or eased.

Foreign Trade: Chances are greatly improved for passage of Clarence Randall's tariff-cutting program (*see below*). The new chairman of the House Ways & Means Committee, Tennessee's Jere Cooper, favors lower tariffs and freer trade,

dent L. L. ("Tex") Colbert kicked off the biggest ad campaign in company history. But with all the shouting, it was still grimly apparent that Chrysler has a tough fight ahead. In the third quarter, Chrysler last week announced a loss of \$12 million, its first loss since 1950 and one that cut nine months' earnings to \$3,724,383, v. \$55,676,548 in 1953. So far this year, Chrysler sales have slumped from \$2.6 billion to \$1.4 billion, a staggering drop of 45.6% from last year's.

CORPORATIONS

Mouse Among the Elephants

When Physicist Richard S. Morse founded his National Research Corp. in Cambridge, Mass., 15 years ago, he started out with two basic ideas. On the scientific



FORD'S FAIRLANE



John Zimmerman

CHRYSLER'S IMPERIAL

ahead another 5.45 points and closed at 366.95, a new bull-market peak. The utility average, which had been sliding almost steadily for a month, spurted 1.16 to 58.94; the rails jumped 1.72 to 121.65, a new closing high for the year.

Investors took the election results as good news for several reasons. The mere fact that it was over removed a cloud of uncertainty—always a bearish factor—that had pushed the market down for five consecutive days the week before. There was no Democratic landslide as had been widely predicted, and that removed another source of uncertainty about possible future policy changes. And most traders thought that since unemployment seemed to have been a key issue in the campaign, both parties would do everything possible in the next two years to see that the economy maintains its current upward curve. Last week the upswing caused Bethlehem Steel to boost output at its Lackawanna, N.Y. plant to 97% of capacity, highest in a year.

No one expected any great change in credit or fiscal policies. One top Administration spokesman summed up: "I'm still hunting for the mandate to change our economic policies, and I don't see it." The post-election outlook:

Spending: The President plans to offer Congress a budget somewhat smaller than this fiscal year's \$64 billion in spending

Style, horses, ads and on uphill road, unlike his Republican predecessor, Dan Reed, who fought Randall's program.

Public Works: The President's ambitious, \$101 billion, ten-year program for highway construction is likely to get Democratic support and thus be approved.

AUTOS

New Entries

In its 6,500 showrooms around the U.S., Ford this week will show off its 1955 entries in the race for first place in the auto industry. The new Fords are lower and longer-looking, with a V-shaped chrome strip on the sides, visored headlights, wrap-around windshields and sporty, latice-work grilles. To keep up with Chevrolet's new V-8 engine, Ford has boosted its own V-8's horsepower from 130 to 162, with optional carburetors and dual exhausts to push it to 182. All cars will come equipped with tubeless tires. The new paint combinations are dazzling, e.g., a white and lavender hardtop with orchid interior. Gaudiest car: the Crown Victoria Fairlane two-door (*see cut*), which has a thick belt of chrome running across the top of the car to make it look like a semi-convertible phaeton.

Chrysler this week also unveiled two new lines—the Imperial and New Yorker Chryslers, both with h.p. upped to 250. To promote the new models, Chrysler Presi-

side he wanted to develop new products and processes and then get help from bigger companies to put them into production. On the financial side he believed that investors were more interested in growth industries and capital gains than a quick cash return; instead of paying dividends, his company would plow back its earnings into new projects that would pay off investors in capital gains as they grew. Both ideas have been so successful that National Research has blossomed from a \$50,000 investment into a \$4,500,000 research company, with 150 patent applications and profitable tie-in agreements with seven big companies using its discoveries.

Last week National Research helped to launch two more big companies in new fields. The two:

¶ The United Gas Corp., world's biggest integrated gas system, which will go into the petrochemical field. United Gas and its former parent company, Electric Bond & Share Co., will build a \$23 million gas cracking plant near Pensacola, Fla., and National Research will buy a 10% interest in it. At first, United's plant will make only anhydrous ammonia, the new chemical fertilizer that increases crop yields up to 300%. But a 40-man task force of National scientists has been at work for four years developing several new cracking processes that will eventually put United's Florida plant to work

making other petrochemicals from natural gas.

¶ The \$362 million Monsanto Chemical Co., which, with National Research as a partner, will go into the titanium business. The two companies expect shortly to sign a contract with the Government to build a \$1,750,000 pilot plant to test National Research's revolutionary method of refining titanium. The method will be the first practical non-Kroll® process: by bypassing the rough, sponge stage now necessary in titanium refining, National Research expects to turn out highly purified metal crystals that can then be melted down into solid metal. If the idea pans out it should cut the cost of titanium (now \$5 a lb.) enough so that it will find a vast number of new uses.

The Airless Wonder. As a mouse teamed up with industry's elephants, National Research has done well because President Morse, 43, is a rare combination of scientist and businessman. An M.I.T. graduate ('33) who worked for Eastman Kodak until he decided that he could do better on his own, Morse started out with the basic idea that high-vacuum (*i.e.*, removing all the air) techniques could be useful to U.S. business. He and his staff developed machines efficient enough to suck all but a cupful of air out of an area as big as Chicago's Union Station. Then he worked out ways to use vacuum processes to dehydrate foods without killing vitamins or taste, refine metals bet-



James F. Coyne

NATIONAL RESEARCH'S MORSE
Everything but dividends.

ter by keeping out impurities formed by the metals' contact with air, powder drugs faster than before, and coat delicate optical lenses with chemicals to improve light transmission up to 200%.

Morse's first big financial success was frozen orange juice, which he discovered how to make with his high-vacuum process. He helped set up what is now the Minute Maid Corp. in 1945, and after some early marketing troubles, started the frozen-orange-juice boom. Minute Maid

grew into the No. 1. U.S. frozen-orange-juice company, with 30% of the market and 1953 sales of \$36.4 million. Morse sold National Research's interest in Minute Maid, but he still retains a royalty agreement that will eventually net National Research more than \$5,000,000 on its total research cost of \$150,000.

With Minute Maid booming, Morse lost no time exploring other fields. National Research went into instant coffee (Holiday Brands, Inc.) and antibiotic drugs, now produces 90% of the drying equipment used by U.S. penicillin makers. For the electronics industry National Research developed high-vacuum machines for TV and radar-tube production.

Into the Crucible. But the most promising field of all is heavy metallurgy, where high vacuum can be used to cast and refine everything from steel to superalloys for jet engines. National Research, which set up Vacuum Metals Corp. to do the basic refining job itself, recently sold a 50% interest to Crucible Steel Co. for 25,000 shares of Crucible stock and \$500,000 worth of equipment.

With all its success, Physicist Morse's National Research Corp. has still had to pay its first cash dividend to its 1,133 stockholders. Though profits this year should jump past the \$800,000 mark with revenues of nearly \$5,000,000, the company will plow 50% of its income back into research, use the rest for other projects. Morse's stockholders are not likely to complain. Since 1940, National Research's original 1,000 shares have been split 150 times. The stock now sells at \$23.50 a share, making an original \$1 investment worth \$3,525 on the open market.

TIME CLOCK

FOLLANSBEE STEEL mill will finally be moved to Gadsden, Ala., after a battle with the townpeople of Follansbee, W. Va. and a last-minute bid by Cleveland Financier Cyrus Eaton (TIME, Sept. 27 *et seq.*). By a vote of 360,442 to 25,212, Follansbee stockholders have agreed to sell their money-losing company with its \$55,000,000 in liabilities for \$9.3 million to Manhattan's Frederick Richmond. He, in turn, will sell the mill and inventories to Republic Steel Corp. for the move south, expects to make a fine profit.

PIGGYBACK TRANSPORT of truck trailers on railroad flatcars is working so well that Santa Fe and Chicago & North Western, which previously offered only limited service, will expand it greatly. Santa Fe is adding a Chicago-Kansas City run and a Los Angeles-San Diego service; Chicago & North Western will extend its Chicago-Milwaukee run to Minneapolis.

ANGLO-IRANIAN OIL Co., Ltd., which lost most of its production capacity in Iran, will celebrate its comeback by a 400% stock dividend to shareholders. The company has made

up most of its loss by expansion around the world (TIME, March 9, 1953); under the new Iranian agreement, will also get \$70 million in compensation from Iran and another \$600 million from the seven other oil companies that are helping to operate the Iranian oil industry.

WEST GERMAN STEEL will soon be up to its prewar peak. October production hit record 1,780,000 tons, some 38,000 tons better than the best previous postwar mark. Estimated total 1954 production: 19 million tons, only 440,000 tons short of the alltime high set in 1938.

CHRISTMAS CLUB savings will beat all records this year. Starting this month, twelve million savers will get checks from 6,500 banks and clubs for a whopping \$1.1 billion, an increase of \$50 million over last year. Most thrifty states: New York, with \$225 million; Pennsylvania, with \$165 million; New Jersey, with \$123 million.

MONTGOMERY WARD BATTLE between Chairman Sewell Avery and Stockholder Louis E. Wolfson (TIME, Sept. 6) is going to the courts. Wolf-

son, who claims to control 500,000 shares of stock (6.5 million outstanding), has filed suit in Chicago to upset the company's "stagger" system of electing directors, which limits only three of nine men up for re-election each year, thus making it hard for any outsider to win control. Wolfson wants all directors up for re-election at the annual meeting next April.

LABOR TROUBLE has been less this year than at any time since the war. In September, says the Bureau of Labor Statistics, only four strikes involved more than 10,000 men, and for the first nine months there were only 2,875 strikes of all kinds, v. 4,437 in 1953. In all, 5,000,000 less man days were lost than in the same period last year.

SINCLAIR OIL, which wants to increase its oil and gas reserves, is working on a multimillion-dollar deal to buy American Republics Corp. from Torkild ("Cap") Rieber, who helped negotiate the Iranian oil settlement (TIME, Feb. 1). Dickered price for American, which has rich reserves in Southwestern and Gulf states: \$72 a share (1,500,000 shares outstanding), \$4 more than the current market price.

AERIAL TRAFFIC JAM

The Wild Blue Needs Better Signals

THE U.S. is rapidly running out of air space. To the grounding, the skies may seem unlimited, but the traffic problem in the nation's air lanes is almost as bad as on the highways. On some days, the four New York City airports handle 2,300 take-offs and landings—a round-the-clock average of one every 39 seconds—in a space 60 air miles wide and 40 air miles long.

Since 1946, air-passenger miles have more than doubled, to 16 billion last year. Not only has the number of commercial planes in use soared from 674 to some 1,300, but the air is also filled with thousands of private and military planes. When bad weather slows landings and take-offs, the traffic problem becomes dangerously acute over the nation's four busiest airways: Boston-Norfolk, New York-Chicago, San Francisco-San Diego, Seattle-Portland, Ore. Planes bound for New York are often held up for an hour in Cleveland until the congestion over Manhattan can be ended. Delays are not only irritating to passengers, but costly to airlines. "Stacking" (*i.e.*, circling, awaiting landing permission) costs airlines from \$156 to \$360 per plane-hour.

Like the theory of relativity, the flight space problem is fourth-dimensional. Under instrument conditions, each commercial airplane in flight must be protected by a cocoon of air space 30 miles long, 1,000 ft. deep and ten miles wide. Its protection must be so great because present instruments do not tell a pilot exactly where he is. But the piston pilot's problems are insignificant when measured against the problems of the jet pilot. The Civil Aeronautics Administration estimates that 35% of its traffic is military, and well over half these planes are jets. Above the major U.S. cities jet operations already saturate all air space between 20,000 ft. and 40,000 ft. When a piston-engine plane makes its final approach at La Guardia field, it needs no more than 15 square miles of space over Long Island. But a 550-m.p.h. jet requires more than 1,000 square miles.

What is the solution to the traffic jam? CAA Administrator Frederick B. Lee, a crack pilot who during World War II literally wrote the military's book for instrument flying, thinks the answer lies in 1) better position finders on the ground and in the air, and 2) better communications between airports and pilots. By thus extending the range of the aerial police, traffic jams can be stopped before they develop.

A basic need on the ground is long-

range radar equipment, a high-cost item that only a small percentage of U.S. airports now has. CAA's proposal: connect airport control towers to the Air Force's long-range radar warning net, which is already in operation near most big U.S. cities. While there are still some technical problems to be worked out, CAA is confident that a way can be found to use Air Force radar without interfering with defense.

In the air, the big need is for broader use of Distance Measuring Equipment, which, with VOR (very high-frequency radio signals), tells a pilot where he is within one-half a nautical mile. To install the DME system will cost the airlines about \$6,000 a plane. Says T.W.A. President Ralph Damon: "Certainly, we have no objection to putting a \$6,000 device in a million-dollar plane—if it will work. But that's a pretty big if. The system has not been too well demonstrated to date." But Pan American World Airways started using DME on some of its planes last spring and is "very pleased." Nevertheless, other airlines have dragged their feet, even though CAA has installed more than half of the necessary ground equipment.

To get the most out of long-range radar, VOR and DME, better communications are needed between ground and air. The airlines want a more complete net of Government-built communications control stations, enabling airports to talk directly with pilots several hundred miles away (maximum range in most places is now 30 miles). With such new radar, DME and communications equipment, the airport control tower at La Guardia could pick up a plane an hour out, slow it up if necessary, reserve a landing time and guide it to a straight-in landing. By thus eliminating stacking, much wasted air space could be reclaimed.

Since 1947, the Federal Government has spent \$192.7 million in aid to airports, a sum that was matched by states and localities. But last fiscal year Congress appropriated nothing, and this year only a piddling \$20.5 million, though the number of airports has increased by 50% (to 6,700) since World War II. As the U.S. streaks on into the jet age, Congress must be prepared to appropriate more money for airport improvement—and the airlines must keep their own equipment up to date in the air. A little more public and private (*i.e.*, airline) money would go a long way toward breaking the traffic jam on the airways, before it cripples air transportation.

FOREIGN TRADE

Through the Curtain

Three top U.S. businessmen last week called for a new foreign economic policy for the U.S. All three agreed that the U.S. should accept and promote the expansion of East-West trade.

¶ Said Trans World Airlines' Chairman Warren Lee Pierson, head of the U.S. Council of the International Chamber of Commerce: "We should go slow in preaching the value of free enterprise and of competition abroad while we erect unreasonably barriers to competition with our own markets. We should not insist that friendly nations shut off trade with Iron Curtain countries unless we are willing to assist them in finding alternate markets."

¶ Said Hotelman Conrad Hilton, who operates 27 hotels in three nations and will soon open one in Istanbul, only a few miles from the Iron Curtain: U.S. businessmen should take a "calculated risk" and start trading with Iron Curtain nations. "The circulation of food to the hungry of the captive nations would be more effective than H-bombs in the destruction of Communism."

The third voice was that of Clarence Randall, foreign economic adviser to the President, who has tried harder than any other businessman to steer the U.S. toward freer trade. In his new book, *A Foreign Economic Policy for the U.S.* (University of Chicago; \$1.95), Randall says that the U.S. must move from a "mosaic of improvisation" to a policy that will produce "a nation that is secure."

As part of that policy, the U.S. should relax East-West trade restrictions. For example, said Randall: "Emotion and political controversy seem to block our disposal of agricultural surpluses by direct sale to Russia or other Communist-controlled countries in exchange for gold. Yet here are markets which we might be able to enter without serious damage to our friends . . . It is sometimes said that by taking Russian gold we somehow strengthen their economy. But the effort put into production of gold in Russia would by hypothesis be effort withdrawn from the field of heavy industry or munition making."

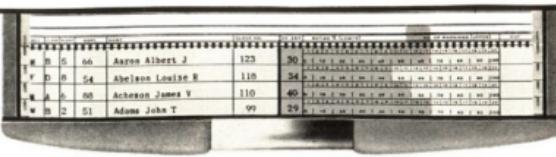
Trade & Peace. East-West trade is coming anyway, says Randall, "and there is little we can do about it unless we risk the whole temper of our international relationships by strict attempts to interfere . . . The experience of mankind leads one to think that trade makes for peace. The more points at which the Iron Curtain can be penetrated and the more individuals there are who cross it to deal with individuals on the other side, the more chances

* Last week the Department of Defense made the first move toward relaxing its "Buy American" policy. It awarded a \$1,000,000 contract to Britain's English Electric Export and Trading Co., Ltd. for two turbines at Table Rock Dam on the Mississippi-Arkansas line. "Buy American" gives preference in Government contracts to U.S. manufacturers so long as their bids are no more than about 20% above foreign competitors. But the British bid won the turbine contract with a bid only 11.8% below the lowest American offer.

control profits by controlling

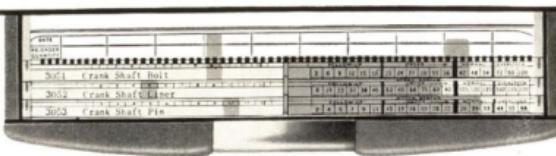
man power...

Personnel Control;
Sales Control—by man,
territory and product



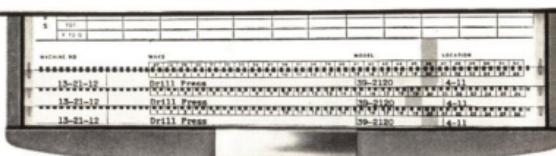
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Personnel Control
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How To Get Profits
From Inventories —
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there would seem to be of ultimate mutual understanding."

A keystone of U.S. policy, in addition to gradual tariff reductions, simplified customs procedures and relaxations of the "Buy American" policy, should be a flow of private American capital into the world economy. But Government must provide incentives for capital by such changes as a reduction in the corporate tax rate on foreign earnings. In calling for tariff reductions, Randall points out how high tariffs can transfer burdens from one part of the economy to another. When the U.S. banned imports of Danish bleu cheese, for example, the Danes banned U.S. coal (see below), thus transferring Wisconsin's problem to West Virginia.

Whose Fault? Businessman Randall made plain where he thinks the chief blame lies for the failure of the U.S. to develop a broad trade policy. Says he: "The greatest roadblock of all . . . is the inability of our business community to place the national welfare above self-interest. . . We must look to the companies and to the individuals in question to govern by self-restraint the exploitation of their own interest when the general welfare is at stake."

Tit for Tat

At a Geneva meeting of the 34 member nations of the General Agreement on Tariffs and Trade, the U.S. came under attack last week. Subject: the U.S. restrictions on dairy products from Denmark and other countries. "We feel," said Denmark's Gunnar Seidenfaden, "that a leading trading nation like the U.S. has special responsibilities to cooperate in the general effort." With the backing of Australia, The Netherlands, Sweden, Italy and Canada, GATT passed a Danish resolution affirming the right of other nations to take retaliatory action against the U.S. so long as America can import restrictions remain in effect.

TRANSPORTATION

Subway of the Future

In Manhattan last week, the New York Transit Authority put its pen to a \$3,881,000 contract to build an entirely new system of transportation. The jammed, jolting old subway shuttle train between Grand Central Station and Times Square, half a mile crosstown, will be replaced by a gigantic conveyor belt carrying an endless chain of lightweight passenger cars. Riders will step onto a belt moving at 1½ m.p.h., and from there into cars which will then speed up to 15 m.p.h. for the two-minute trip to Times Square and slow down again to let them off. Builder of the new shuttle: Akron's Passenger Belt Conveyor, Inc., a newly-formed affiliate of Goodyear Tire & Rubber Co., the world's biggest rubber company.

Rock & Commuters. The conveyor-belt shuttle, which will be ready in three years, is a direct result of the success that Goodyear has had building huge industrial conveyor belts (e.g., a \$1,750,000 belt to carry rock ten miles during the building of California's Shasta Dam). Since 1949,



GOODYEAR'S LITCHFIELD
From bounce to bouncier.

Goodyear has been working on the idea as a safe, fast method of travel in over-crowded cities. Last spring, with the Stephens-Adamson Manufacturing Co. of Aurora, Ill., its partner in the new belt company, Goodyear installed its first project: a \$75,000 "speedwalk" to carry New Jersey commuters 227 ft. from the Hudson & Manhattan Railroad's Jersey City terminal up an incline to the Erie Railroad station.

Besides Manhattan, half a dozen big U.S. cities may soon be customers for the Goodyear passenger belt. Cincinnati is considering a belt-car system to serve 80 congested downtown blocks. So are Montreal, Cleveland, San Francisco, Atlanta, and São Paulo, Brazil, which is thinking of a web of conveyor-belt sidewalks.

The new passenger conveyor belt is the latest example of the canny diversification that has kept Goodyear at the top of the industry. Last week Goodyear brought out its nine-month earnings report, and though sales were down 14% (largely due to a seven-week strike) from 1953's record \$1.2 billion, profits of \$32 million were good enough for the company to declare an extra dividend of \$1 and a 2-for-1 stock split.

Blimps & the Atom. Goodyear's Board Chairman Paul W. Litchfield, the company's boss for 28 years, has always been a strong believer in diversification. When he arrived in Akron in 1900, as Goodyear's new plant superintendent, he was just out of Massachusetts Institute of Technology and the first real scientist on the young company's staff. He also had a penchant both for production and for trying unexplored fields. In those days U.S. tiremakers produced solid, iron-hard rings of rubber. Litchfield soon learned a better way. In 1902 he took Goodyear's tires to a reliability test in the British Isles, paying his own way across on a cattle boat. "We finished last," recalls



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2000 A.D.

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Litchfield, "and I found out why. The winning tires had flexibility. Ours didn't. We were trying to overpower the bumps. They were just bouncing over them."

Back home, Litchfield designed the first successful U.S. pneumatic tire, got a patent, and put Goodyear in production. By 1906 he was back in Britain, and this time Goodyear won. Says Litchfield: "That's when we really started to go." By 1916 Goodyear's sales overtook its biggest competitors, Goodrich and Diamond, even though they merged to fend off Goodyear. With the tire business booming, Litchfield soon started exploring other fields, made the first U.S. Navy blimps and balloons in World War I, later tried his hand at dirigibles. In World War II the company was one of the most di-

OIL

"Mr. Gus"

Some 500 curious oilmen gathered at Bethlehem Steel's Beaumont, Texas shipyard last week for the christening of an odd contraption called "Mr. Gus." Built at a cost of \$3,500,000, the rig is a monster (4,000 tons) barge for drilling oil wells in the deep water of the Gulf of Mexico. It can operate in 100 ft. of water (v. 40 ft. for most other rigs), will triple the area that can be explored on the continental shelf off Texas and Louisiana. Mr. Gus was bought by (and named for) C. G. ("Gus") Glasscock, 58, a onetime high-wire acrobat and wildcatter who now owns eight drilling barges for lease. The small fleet's new flagship is being towed



BETHLEHEM'S DEEPWATER DRILLING BARGE
An acrobat got his sea legs.

Associated Press

versified in U.S. industry, turned out everything from Navy fighter planes to tank parts, gas masks, powder bags and artillery shells.

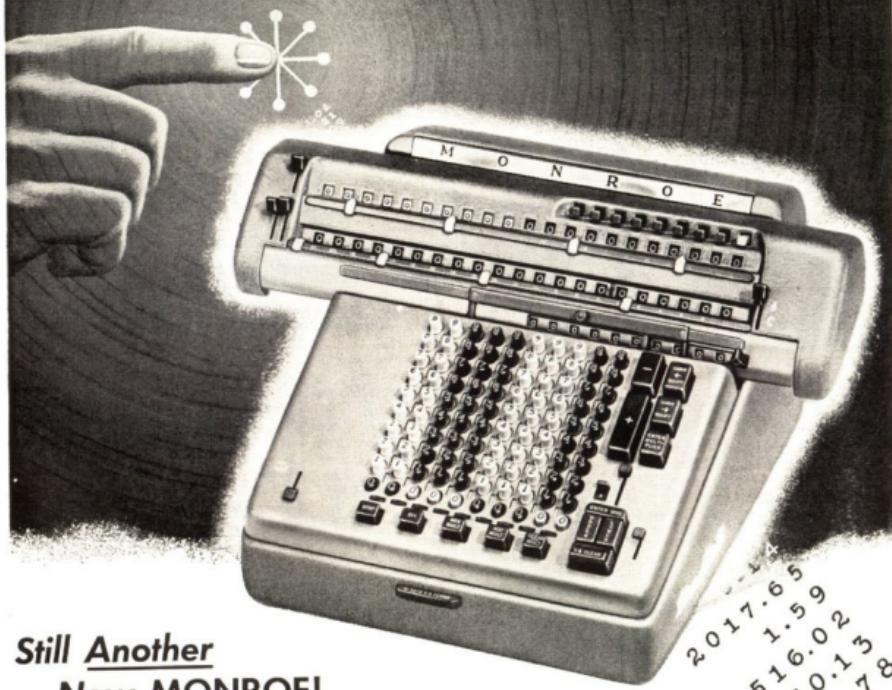
Brains & Plastic. With peace, Goodyear has pushed its diversification even harder. It now does a booming plastics business with a whole line of products for shoes, luggage, floor coverings and furniture. Goodyear also makes rubberized asphalt, has gone into the electronics business, and turns out an electronic computer called the "Geda" for the Air Force. And in Pike County, Ohio, Goodyear is slated to run a \$1.2 billion gaseous diffusion plant for the AEC.

Goodyear Chairman Litchfield, now 79, and President E. J. Thomas, 55, who moved up to take over the operating end, have no worries about too much diversification. Chairman Litchfield is confident that the management team he has brought up over the years can carry the load and make any product set in front of them. Says he: "We will branch out just as far as we can go. Good management can make any business grow."

to a point off San Luis Pass below Galveston to sink its first test well (in 40 ft. of water) for Shell Oil, which has a 16-month lease on the craft.

Mr. Gus is 106 ft. long and 50 ft. wide, with twin decks, which are joined by big, vertical steel tubes that are driven into the sea floor by hydraulic jacks. The upper deck rides 50 ft. above the water and supports the drill rig; the lower platform is flooded and slides down the tubes to squat on the bottom for better anchorage. To move to another site, the lower deck is pumped out and refloated, and the "legs" are pulled back up. The main barge is connected to another, slightly smaller service barge with engine rooms, crew's quarters, helicopter platform, etc., by a narrow steel gangway. Thus, say oilmen, Mr. Gus should be even more seaworthy than Humble Oil's big, new, single-deck Delong-McDermott barge (TIME, June 21). Bethlehem figures if the offshore producing area that is believed to lie within the 100-ft. depths is to be fully drilled in the next 25 years, 100 more rigs like Mr. Gus will be needed.

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MILESTONES

Born. To Bobby Breen, 27, onetime singing cinemoppet (currently making a comeback on TV) who piped his way to stardom at eight (*Let's Sing Again, Make a Wish*), and red-haired ex-Model Jocelyn Lesh, 22; their first child: in Brooklyn. Name: Hunter Keith. Weight: 6½ lbs.

Married. John Wayne, 46, leathery cinemactor (*The High and the Mighty, Hondo*) and fancier of Latin-type ladies ("Some men collect stamps; I go for Latin Americans"); and bosomy, Peruvian-born Pilar Palette, 26; he for the third time, she for the second; in Hawaii.

Married. Mary Elizabeth Altemus ("Liz") Whitney Person, 48, socialite horsewoman; and Richard Lunn, 40, public-relations man; she for the third time (her first: Millionaire Horseman John Hay ["Jock"] Whitney), he for the second; in Washington, D.C.

Died. Ali Reza, 32, younger brother of the Shah of Persia, Mohammed Reza Pahlevi, and heir presumptive to the Iranian throne; in a plane crash; in Iran's Elburz Mountains (see FOREIGN NEWS).

Died. Oran ("Hot Lips") Page, 46, barrel-chested, gravel-voiced jazzman whose warm-toned, wildly improvised trumpet playing on such records as *The Sheikh of Araby* and *Hucklebuck* brought him the international accolades of jazz addicts; of a heart attack; in Manhattan.

Died. Dr. Mahmoud Azmi, 65, chief Egyptian delegate to the United Nations; of a heart attack while defending Egypt against Israeli charges in the U.N. Security Council; in Manhattan.

Died. Hadji Agus Salim, 70, onetime Indonesian Foreign Minister and delegate to the United Nations; of a heart attack; in Jakarta. One of the most influential figures in the Islamic world, Elder Statesman Salim was for more than two decades a leader in Indonesia's struggle for independence from the Dutch.

Died. Field Marshal Paul Ludwig Ewald von Kleist, 73, German World War II tank commander, exponent and early practitioner of the blitzkrieg; of circulatory difficulties; in a Russian prison camp. Product of the Prussian military caste, Von Kleist contributed decisively to France's swift collapse by sending his *Panzer* divisions racing around the northern end of the Maginot Line. In 1945 he surrendered to two American soldiers (to avoid being captured "in the presence of common, retreating German soldiers"). was sentenced to 15 years as a war criminal by the Yugoslavs, who then turned him over to the Russians.

Died. Henri Matisse, 84, modern art's greatest colorist; of a heart attack; in Nice (see ART).



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TIME, NOVEMBER 15, 1954



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Thompson parts help 1928 airplane make 26 take-offs every day

NINE TIMES A DAY, this dependable old Ford tri-motor roars down the Port Clinton, Ohio, runway on regular flights to Put-in-Bay and other small Lake Erie Islands.



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For 26 years, this "Daddy of Commercial Airliners" has been leaving and arriving on schedule, just like its big, modern sisters on cross-country airlines. And like bigger, newer, faster planes, it depends on many Thompson parts to keep it flying.

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The aviation industry has learned to count on Thompson for dependable parts. From Jennys to Jets, from 60 mph to supersonic speeds, Thompson has grown with the industry. Today Thompson supplies

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CINEMA

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The New Pictures

The Detective (Facet; Columbia). The priest as the detective—symbolizing consecrated good against dedicated evil—appealed to G. K. Chesterton's keen sense of antithesis, and in the Father Brown stories he rammed the paradox, like an intellectual skeleton, through some otherwise flabby fiction. In this movie based on the stories, the intellectual skeleton is removed, and the film falls all of a sentimental heap.

The script puts Father Brown (Alec Guinness) up to his usual trick of bringing a criminal not to the judicial bar but to the communion rail. His prospective proselyte: a famous international crook called Flambeau (Peter Finch). The cunning old



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ALEC GUINNESS (AS FATHER BROWN)
The devil baits the hook.

fisher of men lets the devil bait the hook—with a pretty widow (Joan Greenwood). Widows, as somebody in the picture remarks, are irresistible because "if you are better than the first [husband], they are grateful, and if you are worse, they are not surprised."

For the first five minutes Actor Guinness has a splendid whack at Chesterton's old dear: egg on the cassock, shy peer over specks askew, sedentary hobble, sly little grin. But in the long run, it becomes painfully clear that while Comedian Genius can do no wrong as a sanctimonious rogue (*The Lavender Hill Mob*, *The Captain's Paradise*), it is just about impossible to do right by a roguish saint.

Pfffft! (Columbia) is the sound made by an expiring match—the kind that gutters out in gossip columns. "Don't say 'see it,'" runs the sales slogan for the picture, "see it!" The advice is sensible.

Judy Holliday is a Connecticut-style

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Blondie, Jack Lemmon her disinterested Dagwood, and everything goes phffft! One night because of the leer that crawls over Jack's face as he wallows through a whodunit, where it describes how "she began, one button at a time, to undo the front of her sweater . . ." Judy flounces off to get a divorce; Jack takes up bachelor quarters with a friend (Jack Carson).

Carson gets Lemmon a date with something "basic" (Kim Novak), who gives him that little-girl look, confides that she almost went to college and majored in music—"I was a drum majorette."

Meanwhile, Judy has an experience with a charm boy (Donald Curtis) who asks her up to his "an teen" apartment. Jack enters a painting class, sprouts a moustache and buys a lime bean-shaped sports-car. So it goes, and very merrily indeed, until separate existence is just too much



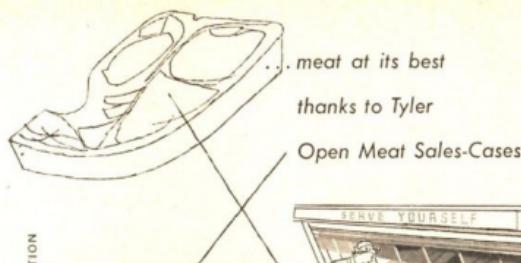
JUDY HOLLIDAY & JACK LEMMON
Two on an expiring match.

to wrestle with, and Judy and Jack get a firm new wedlock on each other.

All three principals—Holliday, Lemmon and Carson—have spent so much of their acting careers in the straitjacket of formula farce that they wear it like high-fashion undies. Carson is a very slick comedian; his expression, as he muses on the possibilities of a round bed, could hardly have been improved on by W. C. Fields. Holliday and Lemmon, after only two pictures together, must be acknowledged as the smoothest new comedy team in show business. A nice bit: Holliday, slopping together an amateur Martini for Carson, says anxiously, "I probably burned the gin." Carson looks. "Not a mark on it," he says heartily.

Crest of the Wave (M-G-M). Dancer Gene Kelly makes millions for his studio with his musicals, and when he chooses to give his feet a rest, his histrionic head makes pretty good sense too. In 1950 he threw all his sane, straight

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self into a sane, straight part, was one of the big things that made *Black Hand* one of the best "little pictures" of the year. In *Crest of the Wave* he has done it again.

Based on a play by Hugh Hastings, *Crest* tells the plain tale of a minor scientific project set up by the British navy. A dozen officers and men, including three from the U. S. Navy, are sent to a rocky outcrop off the British coast with orders to develop a torpedo that will carry a new and highly sensitive explosive. As the camera grinds away at men and officers, it also grinds into the moviegoer's face the long, quiet pain of existing beneath a higher purpose. The work consoles what the isolation irks in the characters, but between the two, they swing in the nervous, short moods of men without women.

Throughout most of the picture, the upper lip is held so stiff that one often wishes the characterization behind it had more teeth. But it is a good, workmanlike film, nevertheless, and Actor Kelly attains that rare thing in Hollywood movies about Americans in England: he indicates his Americanism without lapsing into an inane grin.

CURRENT & CHOICE

Carmen Jones. Red-hot and black *Carmen*, with Dorothy Dandridge putting the torch to Bizet's babe, and Pearl Bailey hoarsing around in the wide-screen wings (TIME, Nov. 1).

A Star Is Born. Judy Garland makes a stunning comeback in a musical version of 1937's Academy Award winner; with James Mason, Jack Carson (TIME, Oct. 25).

High and Dry. Some tight-fisted Scotsmen (Alex Mackenzie, Tommy Kearns) squeeze the American Dollar (Paul Douglas) until the eagle screams and the audience howls (TIME, Sept. 13).

Sabrina. The boss's sons (Humphrey Bogart, William Holden) and the chauffeur's daughter (Audrey Hepburn) are at it again, but thanks to Director Billy Wilder not all the bloom is off this faded comic ruse (TIME, Sept. 13).

The Little Kidnappers. Youth and crabbed age try to live together on a Nova Scotia farm: a radiant fable about childhood (TIME, Sept. 6).

The Vanishing Prairie. Walt Disney's cameramen catch some intimate glimpses (including the birth of a baby buffalo) of what animal life was like when the West was really wild (TIME, Aug. 23).

On the Waterfront. Elia Kazan's big-shouldered melodrama of dockside corruption; with Marlon Brando, Eva Marie Saint, Lee J. Cobb (TIME, Aug. 9).

Rear Window. Hot and cold flashes of kissing and killing as Alfred Hitchcock lets Jimmy Stewart, Grace Kelly and the customer get the eavesdrop on a murderer (TIME, Aug. 2).

Seven Brides for Seven Brothers. Plutarch's story of *The Rape of the Sabine Women*, updated to make the best cinematic since *An American in Paris* (TIME, July 12).

For the Record

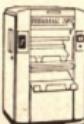


Harry A. Bullis, Chairman of the Board, General Mills, Inc.

To obtain increased efficiency, General Mills, like many other great corporations, has installed Bruning Copyflex in both plant and office. These Copyflex copying machines help speed paper work and prevent errors.

In recent years thousands of industrial and business concerns all over the country have found that efficiency in production and merchandising cannot be obtained without corresponding efficiency in the handling of paper work.

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From an Article by
Harry A. Bullis

Chairman of the Board
General Mills, Inc.
Minneapolis, Minn.

Anyone who has lived for the past half century has witnessed more material progress than has ever before been packed into a lifetime.

Fifty years ago few people believed the "horseless carriage" would be anything but a novelty; the airplane was still a dream; music and entertainment in our own home by radio and television had not even been thought of; there was no atom bomb. Our diet was mostly plain meat and potatoes, bread and butter, milk and eggs, with vegetables in season. There were no frozen foods or super markets to encourage the shopper. Nor did the housewife have automatic washers and dryers, or electric mixers to beat up the cake ingredients which now come already mixed in a package.

With our modern gadgets we have made life better in the home, on the farm, in our factories and in our offices. The application of more and more power to almost every operation has multiplied the efforts of man so that he can accomplish nearly as much in an hour as he did in a day. That is the secret of material progress.

I recall my first office job when I was a lad in my teens. The bookkeeper sat on a high stool at a high desk and posted his ledgers with pen and ink. He had no adding machine to help him add his columns of figures. The only machine in the office was a typewriter.

Today in the General Mills office nearly everyone except the supervisors and executives work at some kind of machine. Competition has made it necessary to eliminate slow hand methods in favor of speedy mechanical equipment which can record and classify data, tabulate information and reproduce reports with accuracy, so that information is available quickly to the executives who need it to see how their plans are working out and to help them plan for the future.

In the highly competitive food business we try to make progress each year as the result of our research. We depend on our own research to give us new products and to improve our old ones. In the office and factory we try to take advantage of the research made by others who can tell us how to do each specialized job easiest and best. We are confident that equipment manufacturers for both factory and office will be ahead of our needs.

BOOKS

O'Casey at the Bat

SUNSET AND EVENING STAR (339 pp.)—
Sean O'Casey—Macmillan (\$4.75).

Sean O'Casey is a literary salmon who splashed out of a Dublin slum, leaped the rapids of poverty, and has never stopped swimming stubbornly upstream to spawn his silvery prose. *Sunset and Evening Star* is the sixth and final volume of his lively, third-person autobiography. With cantankerous, merry and garrulous gusto, the 74-year-old O'Casey evokes the great shades of Irish letters—Yeats, Shaw, Joyce—without fully clinching his eventual right

him. When he saw . . . that the world wouldn't die with him, he turned the world's people into beasts, [*i.e.*, in *Animal Farm*] . . . Since that didn't satisfy his yearning ego, he prophetically destroyed world and people in Nineteen hundred and eighty-four: [his] Doomsday Book."

GRAHAM GREENE: "With [him] life is a precious, perpetual, snot-sodden whine."

T. S. ELIOT: "When this poet traverses 'Streets that follow like a tedious argument' and 'Watched the smoke that rises from the pipes of lonely men in shirt-sleeves, leaning out of windows,' he never stirs his sympathetic, supercilious mouth to call out even once, 'What cheer, me

now! When shall we see your like again!' A roguish wordmonger, O'Casey peppers each page with Joycean puns and wordplays, e.g., *Tea Deum, imaginot line, the rust was silence*. Ever the dramatist, O'Casey savors his exit with a tender salute to old age and a last toast to life: "The sun has gone, dragging her gold and green garlands down . . . Soon it will be time to kiss the world goodbye. An old man now, who, in the nature of things, might be called out of the house any minute. Little left now but a minute to take a drink at the door . . . Here, with whitened hair, desires failing, strength ebbing out of him . . . and with only the serenity and the calm warning of the evening star left to him, he drank to Life, to all it had been, to what it was, to what it would be. Hurrah!"

Dance Around an Egghead

THE MAN WITHOUT QUALITIES, VOL. II (454 pp.)—Robert Musil—Coward-McCann (\$5).

To modern Europe's greatest novelists, including Proust, Mann and Joyce, European culture is a dying patient at whose bedside they have arrived too late. Societies in *rigor mortis* also fascinated Robert Musil, a little-known Austrian ex-army officer, who began dissecting the Austro-Hungarian Empire in 1922 in a novel called *The Man Without Qualities*, and kept at it until he died 20 years and 2,000 pages later. U.S. publishers of the book are releasing one-fifth of it at a time (the first installment appeared last year—TIME, June 8, 1953). It is a fascinating book, but rather special, and perhaps best taken in small doses.

The mock hero of *The Man Without Qualities* is a thirtyish intellectual named Ulrich, an egghead so tired that he is little more than a spiritual shell. Echoing his nihilism is a chorus of earnest buffoons; a Prussian millionaire who yearns to be an ethical superman, a general who is a kind of military Mortimer J. Adler and wants to classify all the world's great ideas, a beautiful but muddled matron who thinks the quickest trip to heaven is on a cultural broomstick. Author Musil perches them all on the lip of a volcano—the years 1913 and early 1914, just before the outbreak of World War I.

The plot concerns a so-called "Collateral Campaign" to celebrate the Austro-Hungarian Emperor's 70th jubilee. The campaign drags along like a slow bus to nowhere. Committees beget committees, pressure groups stalk each other in what one critic described as the dance of rainmakers who have lost their magic. The ruling class sketched by Author Musil has lost not only its magic, but its faith in God, its fear of the Devil and its confidence in itself. It has opinions but no convictions, techniques but no principles, ideals but no beliefs. In short, its troubles may be more timely than at first appears. Author Musil can be dreary, but at his best his aphorisms are bright, brittle icicles. Samples:

"Every age in which everything was



THE O'CASEY'S AT HOME®
He rejoices in punctificating.

to join them. But "bad or good, right or wrong, O'Casey's always himself," probably the world's greatest living playwright, and "a darlin' man" to read.

O'Casey proudly calls himself a Communist and has a soft spot in his head for the Soviet Union ("The inexhaustible energy, the irresistible enthusiasm of their Socialist efforts, were facts to Sean: grand facts"). But this does not make his autobiography any less entertaining. O'Casey admits the existence of other literary lights only to short-circuit them, and he is at his best when he is blowing fuses. Samples:

G. K. CHESTERTON: "The hopalong Cassidy of the roman catholic church."

GEORGE ORWELL: "Had quite a lot of feeling for himself; so much, that, dying, he wanted the living world to die with

buddies . . ." Eliot seems to rasp at life itself, looking at men as living only in so far as they have not yet been buried. Yet with all his well-fied madrigals of death and desolation, Eliot longs after life."

IRELAND AND ITS WRITERS: "A country where so many were never afraid to die is now a country where so many are afraid to live. The clerical shareholders are listening. The writers of Ireland must get instinctively to know just what not to say . . . Ireland's a decaying ark . . . windows bolted, doors shut tight, afraid of the falling rain of the world's thought."

To one of his rare heroes, O'Casey can also bring himself to toss a rhetorical posy: "Oh, Shaw, there is not your equal

* Sons Breon, and Niall, wife Eileen, daughter Shivaun, Sean.

Even More Listening Pleasure as You Drive



NEW Thanks to the ^AMallory Precision Vibrator

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In 1955 models the noise problem is solved . . . as the result of brand new development* from Mallory.

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Over the years Mallory has pioneered many vibrator improvements. And now Mallory has found a solution

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This new Mallory precision product has been tested and acclaimed by all leading makers of automobile radios. They use more Mallory-made vibrators than all other makes combined.

The type of skilled research and precision production that solved this vibrator problem is available at Mallory in three of today's most important industrial fields—electronics . . . electrochemistry . . . and specialized metallurgy. Why not find out just how Mallory components can work for you?

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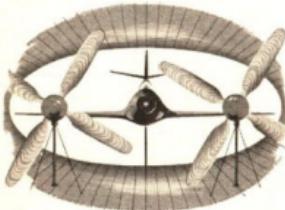
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permissible had made those living in it unhappy."

¶ "One can actually say in advance that the progress that is really made will always be precisely what nobody wanted."

¶ "[The] whole era . . . had newly developed a strong religious tendency, not as the result of any religious destiny, but merely, as it seems, out of a feminine and irritable rebellion against money, knowledge and calculation, to all of which it passionately succumbed."

¶ "Truth is not a crystal one can put in one's pocket, but an infinite fluid into which one falls headlong."

¶ "Writing, like the pearl, is a disease."

Author Musil clearly suffered from the disease of writing. Fortunately, he also had the medicine of thought.

Memories of the Luftwaffe

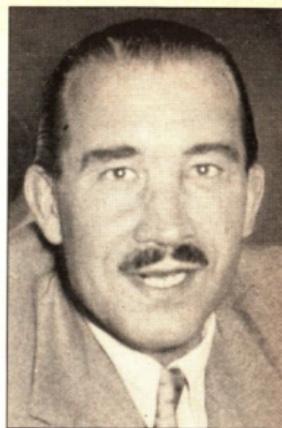
THE FIRST AND THE LAST: THE RISE & FALL OF THE GERMAN FIGHTER FORCES, 1938-1945 (368 pp.)—Adolf Galland—Holt (\$4.95).

War memoirs fall generally into two classes—front-line yarns and headquarters stories. This book, written by one of those fast-rising, baby air generals people joked about in World War II, combines in one man's memoirs both the passion of combat and the perspective of command. Germany's Adolf Galland was made general of the *Luftwaffe's* fighter arm at 29, after shooting down 94 Allied planes on the Western front. Some of his air-battle stories read almost as fast as the Messerschmitts he flew, and his staff-battle accounts give the clearest picture yet of how the Germans lost their war in the air.

"Free chase over southeast England," read the *Luftwaffe's* daily briefing order after France fell in 1940. Three times daily the German fighters scrambled after the British Hurricanes. Says Galland: "We simply went straight for them, with wide-open throttle and eyes bulging out of our sockets."

House Without a Roof. Galland guesses that the Nazi high-ups, lacking both stomach and plans for invasion, fatuously hoped that the airmen's bold onslaughts would cow the British into seeking peace. But when they didn't, the mighty *Luftwaffe*, terror of Warsaw and Rotterdam, was shown up as too weak for decisive warfare, equipped with fighters lacking in range and Stukas too short on speed and bomb load to destroy Britain's plane factories. The irony of the matter, says Galland, was that the Allies, not Germany, learned from the *Luftwaffe's* failure to produce great masses of four-engine bombers and long-range fighters. Called to command in Berlin, Göring's young adviser saw the *Luftwaffe* outnumbered, out-gunned and out-performed as Hitler's war spread in all directions. As soon as the Americans introduced long-range fighters to escort their bombers, Galland warned Göring that Germany would be "a house without a roof."

After the great fire raids on Hamburg in 1943, even Göring declared that "the



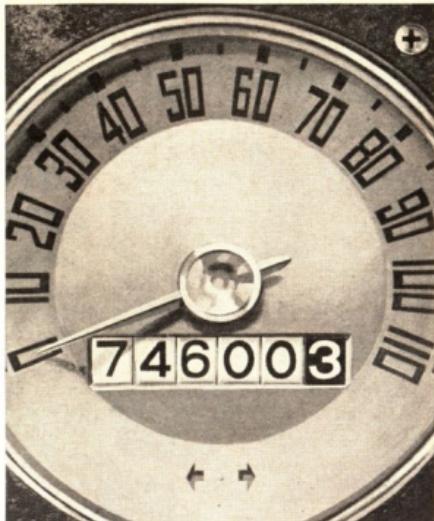
International

GENERAL GALLAND
A Mustang trumped a pack of aces.

Luftwaffe must now change over to defense against the West." Two months earlier Galland had visited Augsburg and flown the revolutionary new ME 262 jet fighter. He flashed word to Göring that the new plane, with its 500 m.p.h. speed, could end air attacks on the German heartland. Hitler, in what many Western airmen would now call one of the critical decisions of World War II, refused to permit emergency development of the plane because "the *Luftwaffe* had disappointed him too often in the past with promises" of new developments. Later, piling blunder on blunder, Hitler ordered the new fighter rigged as a "blitz bomber" against the expected Western invasion. Technically incapable of the task, it never dropped a bomb on the Normandy beachhead.

Brasshat Without Brass. In 1944 the fading Göring relieved his fighter chief. In 1945, Galland wangled command of an elite ME 262 outfit known, because of the pack of aces he collected for it, as the "Squadron of Experts." The big picture theroupon dissolved to the gun-sight view. With the oldtime exhilaration, ex-Braunschweig Galland blew up two U.S. Marauders. Then "a hail of fire enveloped me. A Mustang had caught me napping. A sharp rap hit my right knee. The instrument panel . . . was shattered. The right engine was also hit. Its metal covering worked loose . . . and was partly carried away. Now the left engine was hit too. I could hardly hold her in the air."

Galland landed, and wound up in a Munich hospital. Having begun the war as a flight lieutenant and squadron commander, he was mustered out a lieutenant general and squadron commander, Werner Mölders with his 100 kills, Hans Joachim Marseille with his 158, Walther Novotny with his 250, had fallen but he had survived, the first and the last. Now completing a five-year contract as adviser to



How a Special Armco Steel doubles muffler life

Now you can buy a new kind of exhaust muffler that really takes it. Made of Armco ALUMINIZED STEEL, it lasts at least twice as long as mufflers made of ordinary steel.

In a series of road tests, auto mufflers with ALUMINIZED STEEL shells averaged more than 74,000 miles... while mufflers made of ordinary steels rusted out after an average of 31,400 miles.

Armco ALUMINIZED is made by coating steel on both sides with molten aluminum. Together, these two metals fight a combination of heat and corrosion in mufflers and other "hot" products.

ALUMINIZED is one of many special steels made by Armco. Manufacturers of many kinds of products use these special steels to give you extra value. So it pays to look for the Armco triangle trademark.



The mileage on this ALUMINIZED STEEL truck muffler was 90,856 when the picture was taken. Most of these special mufflers in diesel truck and tractor service last for 135,000 miles, with many going past the 175,000-mile mark.

Ordinary Steel Mufflers
126 mufflers in test

■ 3.2%
4 failed within 12 months

■ 38.9%
49 failed between 12 and 24 months

■ 42.1%
53 failures in 24 months

Armco Aluminized Steel Mufflers
119 mufflers in test prior to January 1952

■ 1.7%
2 failed within 12 months

■ 4.2%
5 failed between 12 and 24 months

■ 5.9%
7 failures in 24 months

Comparative service life of automobile mufflers, based on a road service test. Only 57.9% of the ordinary steel mufflers were in service after 24 months while 94.1% of the ALUMINIZED mufflers were still in good condition after the same period.

ARMCO STEEL CORPORATION

MIDDLETOWN, OHIO

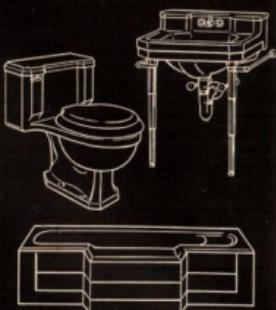


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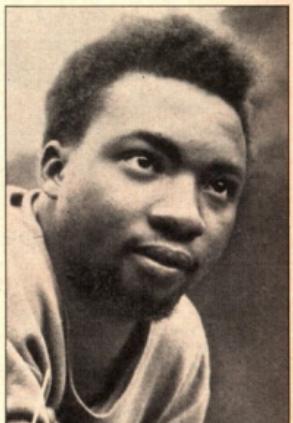
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in Toronto, Brussels, Johannesburg. Makers also of famous
Smith-Corona Portable Typewriters, Adding Machines and
Cash Registers, Vivid Duplicators, Carbons and Ribbons.

Perón's Air Ministry in Buenos Aires, General Galland, at 42, has been suggested by friends as being just the man to help put the new West German air force into service. But Bonn says it has no use for Galland, an enthusiastic Nazi in his day.

Three out of Africa

If most U.S. readers still think of Africa as the Dark Continent, it is not for lack of light thrown by books. Three new volumes prove again that Africa holds the raw materials of great literature—for any first-rate writer who will undertake to mold them.

Camara Laye is a young Negro from French Guinea, now studying in Paris, who has written a brief, effective autobiography, *The Dark Child* (188 pp.; Noonday Press; \$2.75). It has an aura of primitive charm that is fully matched by



AUTHOR LAYE

Mother could charm a crocodile.

its simple dignity. Laye came from Kouroussa, a town in the interior, where his father was a famous goldsmith. The town was near the railroad and had a hospital and schools, but its inhabitants believed in spirits and magic spells, although they were Moslems. Laye is firmly convinced that his mother had magic powers, tells how even the witch doctors feared her and the crocodiles refused to attack her. When he left home to go to school, she gave him a magic brain potion to sip before he began to study. It consisted of honey mixed with the water used to wash Koran texts from prayer boards. The stuff must have worked because Laye wound up first in his class. His childhood memoir is eloquent proof that even gifted young Africans have not yet cut the umbilical cord binding them to traditions that were old when Stanley presumed he had met Livingstone.

J. A. Hunter is a white man whose love of Africa is different from Camara Laye's, but probably no less intense. He came

OLD CROW ALMANAC

FALL
1954

Being a collection of epigrams, witticisms
and information of general use and interest.

Published to inform and delight whiskey
fanciers among farmers and city-folk alike.

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Senator Henry Clay's Punch Recipe For Congenial Gatherings

WHAT HENRY CLAY didn't know about politicking you could put on the tail of a coonskin cap. He knew well how to win folks over to his camp and he won them over best when they could partake of some of his famous Kentucky hospitality. This included a special punch he conjured up himself, which went as follows:

Sen. Clay's Kentucky Punch

1 pint of water
1 pint of rye grain alcohol
2 pints Sen. Clay's Whiskey
2 ounces fine of orange juice
1 ounce lemon juice
1 ounce lime juice
1 ounce lime of pimento
To taste: lace of cinnamon
April 1850



A TOAST

Here's to the three
great American birds!
May you always have one
on your table, one in your
pocket and one in your glass—
the turkey, the eagle, and
Old Crow!

MILDER LOWER-PRICED BOTTLING OF OLD CROW

SETS HISTORIC RECORD!

Introduction of lighter, 86 Proof bottling as a companion to the world-famous 100 Proof Bottled in Bond produces greatest demand in history for the finest Kentucky bourbon ever put into glass!

NOW—TWO GREAT BOTTLING!

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Kentucky Straight
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Celebrated Old Crow—
lighter, milder, lower in
price than ever before—
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BOTTLED IN BOND
100 PROOF

Kentucky Straight
Bourbon Whiskey

The most famous of
bonded bourbons avail-
able as usual.



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OLD DANIEL WEBSTER thought quicker and spoke up louder and clearer than most of the other talking men of his day, so he got to be the first one to say a lot of famous things. For instance, he was first to say: "Liberty and Union, now and forever, one and inseparable." He was also the first famous American to call James Crow's bourbon "the finest in the world" and all the other prominent citizens who were thinking just that kicked themselves real hard for not saying it before Mr. Webster did.



Time to Blanket the Petunia Bed

OR, AVERAGE DATES WHEN FIRST KILLING FROST ARRIVES IN YOUR CITY

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Duluth, Minn....Oct. 5	Omaha, Neb....Oct. 15	Harrisburg, Pa....Oct. 28	Macon, Ga....Nov. 14
Denver, Col....Oct. 10	Toledo, Ohio....Oct. 18	Evanston, Ind....Oct. 29	Portland, Ore....Nov. 21
Spokane, Wash....Oct. 13	Sante Fe, N.M....Oct. 19	Richmond, Va....Nov. 2	Del Rio, Tex....Nov. 27
Albany, N.Y....Oct. 15	Chicago, Ill....Oct. 19	Raleigh, N.C....Nov. 5	Oakland, Cal....Dec. 29

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KY.

The Moon and Time for Good Whiskey-Making



IN THE old Kentucky frontier days everyone went around saying:

"Mix your mash in the moon's first quarter,
And your whiskey will taste just like it oughter."

Of course, if there was a spell of cloudy weather that hid the moon's first quarter, no whiskey got made that month. Which was probably a good thing, because most distillations in those days were fit to fill neither cup nor watering trough.

To all of this moonlight uncertainty, James Crow put an end in 1835 when he brought pure science to the art of whiskey-making, and established Kentucky whiskey as the finest made.

Plough deep while sluggards sleep, and you shall have corn to sell and to keep.
—BENJAMIN FRANKLIN



A Confederate General's Letter

GEN. JOHN HUNT MORGAN, in time of peace a southern gentleman, in time of war leader of Morgan's Raiders, once wrote a friend: "Let me know how I can get some Old Crow whiskey to you. The return mail will carry you a demijohn . . ."

(John Hunt Morgan to Dr. Henry Fox, Lexington, Ky., 2 Jul. '58)

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Name in
Bourbon



The later they work, the more
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New KENFLEX floors help lower maintenance costs

That's because new KenFlex Vinyl Tile is one of the easiest of modern floors to keep clean. Almost never needs scrubbing. Never needs waxing except to add extra gloss! You see, KenFlex is non-porous so soil stays on top and just a damp mop leaves it shining clean! Even greases, oils, acids, alkalies and alcohols can't harm or stain it.

Not only does KenFlex bring upkeep down, but quick tile by tile installation reduces original cost. Yes, KenFlex Vinyl Tile is actually priced far less than many floors that fade, pit, scratch and soon become costly to clean.

Get full details on KenFlex Vinyl Tile...and all the other fine Kentile, Inc. resilient tile floors...from the Kentile Flooring Contractor. He's listed under FLOORS in the Classified Phone Book.

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REG. U. S. PAT. OFF.

there as one of the earliest professional white hunters and his TALES OF THE AFRICAN FRONTIER [written with Daniel Mannix; 308 pp.; Harper; \$4] is highly satisfying armchair-adventure stuff. Hunter's heroes are African pioneers. A good example of the breed is Colonel Ewart Grogan, now 80 and living in Kenya, who started in 1898 to walk from the Cape of Good Hope to the Sudan to map out a railroad route dreamed of by Cecil Rhodes. He made it in a year after hardships that make climbing Everest seem like a lark. Driving off a party of cannibals, Grogan captured two of the women and a couple of children, all emaciated. Complained one of the ladies: "Things are very hard with us . . . in the last week, our men have only been able to catch two people."

No professional Africa hand, but a good observing traveler, is Esther Warner. Her SEVEN DAYS TO LOMALAND [269 pp.; Houghton Mifflin; \$3.50] is the story of a seven-day hike she made across Liberia to witness the native trial-by-ordeal of a houseboy accused of thievery. Her account is charming and clear-eyed.

At one point, she suspected that the local native trader was running a back-room brothel in his shop; behind a curtain, "there was laughter and low moaning and exclamations of surprise and delight." As it turned out, the trader was simply charging admission for a look at U.S. magazines. The *Atlantic Monthly* "is not worth even one peanut with a worm inside." *The New Yorker* and *Esquire* were in some demand. "Sometimes a copy of *TIME* was acceptable and sometimes it was not. The one sure way to open the cornucopia of the back room was to produce an issue of *LIFE*." Explained the trader: "It costs one copper for anyone to stand there while the sand runs through the small hole in the bottom of my timekeeper gourd . . . I am the only man in this village who can read words, but anyone can read pictures."

Babies, Scandal & Apples

HE WAS NOT MY SON, by Madeleine Joye [155 pp.; Rinehart; \$3], runs a topical race with recent headlines about the two London mothers who were handed the wrong babies at feeding time. At first despite hospital tests they insisted that they had taken the right babies home to rear. Then, reluctantly, they agreed to switch. Swiss Housewife Madeleine Joye's predicament was even worse. She had no cause to suspect that one of the twins she bore on July 4, 1941 was not her son. True, Philippe grew up skinny and Paul plump; they were "as different as a cock from a rabbit." When the boys were six, Mrs. Joye met little Ernstli, a frail youngster who looked so much like Philippe that she began to wonder. She questioned Ernstli's mother, learned that he had been born at the same hospital, on the same day, at roughly the same time as Paul and Philippe. Scientific tests eventually showed that Ernstli was Philippe's identical twin and that Paul, switched at birth by mistake, was the son of the woman who had



What happens when businessmen are too rushed?

YOU KNOW the obvious things, of course. The piled-up desk, the decisions hanging fire, the appointments cancelled, the people you can't see. It's a picture that's all too familiar in most business offices. But the really serious part of it is the way an important matter can get lost in the shuffle. A matter, for example, that could mean the end of your business.

If you're perpetually rushed, the chances are you never really have time to check and see whether your accounts receivable and other business records are kept in a really trustworthy safe, or a potential "incinerator." There are thousands of "unsafe" safes

in use, today. They don't bear the Underwriters' Laboratories, Inc. label. If a fire ever starts, they cremate records. Leave them in ashes.

And what makes it worse is that you can't count on a fireproof building to prevent such a tragedy. These buildings just wall-in fires. Make them hotter.

And even though you can normally count on fire insurance to cover your losses, it probably would not cover them fully, if you lost your records. There's a clause which says: "proof-of-loss must be rendered within 60 days." Could you "render" it without records?

Don't let "being rushed" keep you from protecting yourself! You could lose everything! Out of every 100 firms that lose their records in a fire—43 never reopen. And many of the rest struggle for years to recover. Check your safe, today. Get a free Mosler FIRE "DANGERater" to determine your exact risk. Then get the protection it calls for. But trust nothing but the best. Mosler is recognized as the leader in protection, styling, value. Check classified telephone directory for the Mosler dealer in your city. See his complete line of Mosler Record Safes. Or mail the coupon for free "DANGERater," now!



FREE! TELLS YOUR RISK!

The FIRE "DANGERater" dials in 30 seconds the answer which may save your business from ruin. Easy to use. Accurate. Authentic. Based on experience with thousands of fires. Figures in over a dozen vital factors about your business. Mail coupon for your free "DANGERater," now. No obligation.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company
Since 1848

World's largest builders of safes and bank vaults . . . Mosler built the U. S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima

The Mosler Safe Company, Dept. T-11
32nd Street and 5th Avenue, New York 1, N. Y.

- * Please send me (check one or both):
 Free Mosler FIRE "DANGERater,"
 Catalog, showing the new series of Mosler Record Safes.

NAME..... POSITION

FIRM NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

HELPS TAKE AWAY

"5 O'CLOCK WASHOUT!"



MODEL 66

Much of the way you feel at the end of the day depends on how you are seated. With deep, molded foam rubber cushions in seat, back and arms, the 66 encourages good posture and helps you fight fatigue all day long. Five adjustments fit the 66 exactly to you...you get superb, not just average, comfort.

What's more, the 66 is the kind of chair you're proud to have seen in your offices. It has clean design, fine upholsteries and flawless welded-steel construction.

Write for informative booklet, "Posture Seating Makes Sense." We'll include the name of your nearest Harter dealer.
HARTER CORP., 1103 Prairie, Sturgis, Mich.



HARTER
STURGIS, MICHIGAN
POSTURE CHAIRS

MIRACLE
VALUE!

\$99.95

New 1955

Olympic

First to Break \$100!

Ideal second TV set for your home. See your nearest Olympic dealer for Miracle Value TV, or write—

Olympic Radio & Television, Inc.
Olympic Building
Long Island City 1, New York



TIME

raised Ernstli. Wrote Mrs. Joye in her diary: "I can't weep any more, and my hair would be snow-white if I didn't dye it." She dreaded giving up Paul, but she could not resist claiming Ernstli. After the boys were switched back to their real mothers, Ernstli wept for days, but soon stopped addressing Mrs. Joye as "Madame" and started calling her "Maman." Mrs. Joye's unpretentious account is bound to give imaginative parents plenty to think about next time they take a baby home from the maternity ward.

MAMMY PLEASANT'S PARTNER, by Helen Holdredge [300 pp.; Putnam: \$4.50], a follow-up on last year's intriguing *Mammy Pleasant*, tells what happened in brash, crime-infested 19th century San Francisco when an unprincipled Scotsman, fleeing a murky past, teamed up with a ruthless quadroon beauty, in pursuit of a glittering future. Mammy was born a Georgia slave. She had a wasp waist and an eagle eye, and when she bared her claws neither slow prey nor a fast buck had a chance of getting away. Among other things, Mammy was a madame who lavishly entertained in her elegant house (it cost \$10 for a caller even to be considered for admission). Mammy's partner in many financial ventures was the fabulous Thomas as Frederick Bell, who arrived in the West penniless and rose to the throne of Quicksilver King. In the end, when Mammy and Bell quarreled, she pushed him over a staircase railing to his death (the murder was never proved against Mammy before she died in 1904 at the age of 87). Author Holdredge's solidly researched story suffers from arid stretches, but there is nothing arid about beautiful Mammy Pleasant or the life she led her partner.

JOHNNY APPLESEED: MAN AND MYTH, by Robert Price [320 pp.; Indiana University: \$5]. Helped along by poets, folklorists, chambers of commerce and generations of Midwestern grannies, the legend of Johnny Appleseed has lengthened until lots of American kids are as sure as God made little apples that Johnny planted every orchard in the land. In this unassumingly authoritative book, Author Price, who lives in Ohio's Appleseed country, good-humoredly sorts out reluctant fact from ready fancy. Lugging a knapsack with apple seeds into the wilderness about 1800, Massachusetts-born John Chapman for the next 45 years planted his nurseries in inviting places on the Ohio and Indiana frontiers. A dedicated Swedesborgian, he peddled his seedlings and otherworldly chatter among the settlers, wearing rags, walking barefoot even on ice, sleeping on hearths or in hollow logs, and sharing what little he had with white folks, Indians and the birds of the air. Before he died at 70, near Ft. Wayne, Ind., his fame was already spreading beyond the banks of the Maumee and the Mohican where, says Vachel Lindsay,

*He ran with the rabbit and slept with the stream,
And so for us he made great medicine . . .*



DIRECTO

New Dietzgen process makes sparkling prints

T.M. REG. U.S. PAT. OFF.
Dietzgen DIRECTO process makes direct positive prints with blacker lines on whiter paper. Research chemistry perfected this amazing semi-dry process to give you prints in seconds. No negative. Prints from your translucent original. No washing. No lengthy drying. Results always uniform. Permanent. Won't fade, smudge or smear. Legible even when oil-stained and grimy. Where good prints are wanted with big economy, try DIRECTO. Send for samples on your company letterhead.

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DIETZGEN

EUROPE'S FIRST NAME

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Cables: Quickmiles, London
PARIS 38 Avenue de Friedland, Paris 8e,
Cables: Quickmiles, Paris

AND I ALSO
WANT A TRAIN.
P.S. AND WON'T
YOU SEND
MY
MOMMY
'N
DADDY →



TOO PRECIOUS TO EAT

Few people have ever seen the grapes from which premium wines are made, for these grapes are rare, shy-bearing varieties. They cost so much to grow and an acre of vines bears so few grapes that they are literally too precious to eat.

One of these rare grapes is the Semillon. It is tinier than your little finger tip, very sweet, very rich, and grows in clusters no bigger than your hand. To be called truly great, a Sauterne must be made at least in part from Semillon grapes.

Cresta Blanca is fortunate in possessing many acres of Semillon grapes, and other varieties equally rare and distinguished. In the gravelly "jealous" soil of our Livermore Valley Vineyards, these precious grapes attain perfection rivalled in few other places on earth. Here Cresta Blanca's skilled vintners create premium California wines which have consistently won high honors in International and California wine judging for nearly three quarters of a century.



CRESTA BLANCA

America's Premium Wines



CRESTA BLANCA WINS 43 AWARDS IN 1954 CALIFORNIA WINE JUDGINGS

* indicates highest award given in its class

CALIFORNIA STATE FAIR

GOLD MEDAL

- *Chateau Sauterne
- *Zinfandel
- *Pinot Chardonnay

SILVER MEDAL

- *Riesling
- *Sparkling Burgundy
- Claret
- Burgundy
- Vin Rosé
- *Sauvignon Blanc (Sweet)
- *Champagne (Sweet)
- *Sylvaner

BRONZE MEDAL

- *Champagne
- Pinot Noir
- Sauterne
- Chablis

HONORABLE MENTION

- *Sauvignon Vert
- Folle Blanche
- Dry Semillon
- Muscated

LOS ANGELES COUNTY FAIR

GOLD MEDAL

- *Dry Semillon
- *Claret

SILVER MEDAL

- Sauterne
- Champagne
- Sparkling Burgundy
- Gamay
- Sylvaner
- Sweet Vermouth
- *Sauvignon Blanc (Sweet)
- *Sauvignon Vert
- *Folle Blanche

BRONZE MEDAL

- Cabernet
- Champagne (Sweet)
- Pink Champagne
- Muscated
- Pinot Blanc
- Pinot Chardonnay
- Riesling
- Haut Sauterne
- Chateau Sauterne
- Sauvignon Blanc
- White Vermouth

HONORABLE MENTION

- Grey Riesling
- Sweet Semillon

THE FIRST 12 WEEKS

"I never realized that there could be a gap in our lives—until we began reading SPORTS ILLUSTRATED."¹

In 12 eventful weeks, SI has started prize fights and settled ancient debates; it has provided spectacular department store displays and colorful TV and radio program fare. It has sold, for its advertisers, 2 out of 3 of the following products: ships, shoes, sealing wax; also sports cars, luggage, cameras, men's and women's apparel. It has been cut up by kids, bound in leather by executives, welcomed by mothers.

In its 3-month life, SPORTS ILLUSTRATED's 851 pages of editorial (178 of them in full-color) and 190 pages of advertising have opened a weekly window of magazine pleasure for more than 500,000 reader-families.

* * *

SPORTS ILLUSTRATED's World

SPORTS ILLUSTRATED's business is pleasure. Here's where it has taken you in the three short months of its pleasant life: you started with the greatest race ever run between two humans. You wandered leisurely back through the golden history of great sports events.



Color cameras took you into the ring with Rocky Marciano, into the batter's box against Robin Roberts. You went to Saratoga for the sale of yearlings, rode a speedboat with the fastest man afloat. You had an expert's eye view of the U. S. Amateur, scouted the World Series, played golf at the Greenbriar, hiked in the Himalayas, and swam in the cool world overseas.

You've fished in the great Northwest, sailed to Bermuda, watched the ducks sweep down from the North—and maybe you've discovered, with SI's editors, that sport is a world without limit.

And the fun has only just begun.

"You have aroused my interest in other sports that I hardly read about previously."²

The Writers

Each week SPORTS ILLUSTRATED has brought between the covers of a single magazine the finest writing that exists on sports. Outstanding authorities provide a regular battery of sports columns never before found in a single publication: Red Smith, Herman Hickman, John Bentley, Victor Kalman, Tex O'Reilly, Billy Talbert, Herb Wind bring to SPORTS ILLUSTRATED their appreciative, sometimes wry, always penetrating insights into the sports they have spent their lives enjoying.

Famous writers have turned their brilliant talents to the world of sports: John Steinbeck, James T. Farrell, Jerome Weidman, Cornelia Otis Skinner. And Paul Gallico has returned to sports—via SPORTS ILLUSTRATED.

* * *

"Never has it been such a pleasure to make out a check. SPORTS ILLUSTRATED is superb, and is interesting in every respect."³

Circulation and Success

SI is priced high for a weekly, but not too high for those who appreciate the uniqueness of a national sports magazine. Its newsstand price is 25 cents. Its regular subscription price is \$7.50. (Its \$6.00 charter-subscriber offer was also the highest in magazine history). Yet high price or not, the world of SPORTS ILLUSTRATED seems to be a hard world to resist.

Subscriptions exceeded 250,000 before the magazine even had a name. 350,000 subscriptions had been received by August 16, the first issue. Newsstand sales was immediate and fast. Every issue since the first has been well over 500,000 copies.

Charter subscribers were given the option of paying their bills at the Charter rate, \$6.00, or getting three months' additional copies for \$7.50. More than 50% of the first 100,000 checks received were for \$7.50.



Subscription insert cards appeared in the first two issues, for the convenience of families who had been away during the summer, and for newsstand buyers. More than 60,000 of these have come in to date.

* * *

"Since the days of the American frontier, sports have been the keynote of our way of life. Today, Americans have more time and income to indulge their love of sports. Translate this into dollars, and you come up with a multibillion dollar business..."⁴

Advertising Results

SPORTS ILLUSTRATED makes no claim that its impact alone has made business such a pleasure for its advertisers. But there does seem to be something about this wonderful world of sports that makes spending enjoyable. A few examples:



A handful of dealers we checked reported more than \$300,000 worth of orders for the Ford Thunderbird (the new car first presented to the public in the first issue of SPORTS ILLUSTRATED).

One 71-line ad produced \$5000 worth of business for a golf club maker in less than 3 weeks.

A single announcement ad sold two \$6,000 sports cars in the first two days after it appeared.

A motion picture camera manufacturer said "The way dealers snapped up our products when we told them they were going to be advertised in SI, our campaign is already a success."

And many others: Cunard Lines' travel—L. L. Bean's famous sporting goods catalogue—Knox's new line of hats. Brooks Bros. clothing—Pedwin shoes—and many other advertisers report specific success from their advertising in SI.

100 New Advertisers

While still a gleam in Time Inc.'s eye, SPORTS ILLUSTRATED started in busi-

ness with 201 accounts and \$1,300,000 in advertising orders. Since publication, more than 100 fine new accounts (who waited until they saw the magazine itself) have placed their orders. And 1955 plans show that the pace of new business for SI is rapidly increasing.

* * *

"It brought us more action in our young sportswear department than we've had in two years."⁶



Shopping for Pleasure

The nation's department stores, who have long used sports as an up-beat merchandising theme, welcomed SPORTS ILLUSTRATED like Rock Hill, S. C., welcomed Dusty Rhodes. More than 300 of them gave SPORTS ILLUSTRATED the most enthusiastic reception ever given a new magazine.

And the welcome mat is still out: since publication, stores in 311 cities have continued to use SPORTS ILLUSTRATED as a major selling medium. Somehow, something happens to sports themes that makes them make sales sense in SPORTS ILLUSTRATED—even unlikely subjects, such as poodles and ball players, football helmets and ducks and cowboys... as well as the new fabrics and the outdoor fashions.

"We are enthusiastic about your wonderful magazine, SPORTS ILLUSTRATED. We believe it fills a definite need in a most interesting and entertaining way."

"Sports are for women as well as men, and I like the way you cover both."

"Sportswear is the fastest growing group of departments in every store. I know that we here at Halle's are grateful for anything that calls attention to the places and occasions on which sportswear is worn. SPORTS ILLUSTRATED does both beautifully."⁷



"Ezzard Charles came here to the University of Illinois to take a series of physical fitness tests under Professor Thomas K. Cureton. Charles read about Cureton's

fitness tests in an article in SPORTS ILLUSTRATED... Charles said he feels that he has about 3-4 more good years left in him and these tests may help him regain the heavyweight championship."⁸

Influence

The International Boxing Commission picked up the two ideas that were suggested in the August 16th issue by SPORTS ILLUSTRATED's boxing columnist Budd Schulberg (also well-known, we understand, in the field of literature and the cinema). Result: 49,600 people paid 600,000 pesos in Mexico City to see a good fight; and a second one, for the world's middleweight title, is now pending.

The Winged Foot Golf Club in Mamaroneck, N. Y. picked up an idea suggested by another SPORTS ILLUSTRATED article, "Golf's Greatest Putt." Result: four former



U. S. Open Champions attempted Bob Jones' great 1929 putt—under the eye of the master himself. Even a minor-sized *salle d'armes* in New York City reported new fencing pupils as a result of Paul Gallico's impassioned piece on that exacting but satisfying sport.

* * *

"I can hardly wait for the next issue to come... SPORTS ILLUSTRATED is improving with each issue and I always look forward to the coming week so that I can enjoy your publication."⁹

Vitality

When SPORTS ILLUSTRATED started, the Yanks were still World Champions, the aforementioned Charles "wanted him again"; and many an American family was in the midst of a hot August vacation. In sports this was a long time ago.



As a fast-closing news weekly, SPORTS ILLUSTRATED has been able to move with the speed and vitality of sports themselves. To readers, this is obviously ideal. And to advertisers it has an even more important meaning: immediacy combined with selectivity combined with modest cost.

* * *

"This new magazine is a natural and we plan to advertise in it in a big way."¹⁰

Opportunity

As a weekly, SPORTS ILLUSTRATED joined a selective group of publications. Before August 16th, there were just seven general weeklies. Now there are eight: *LIFE*, *Saturday Evening Post*, *TIME*, *Newsweek*, *Business Week*, *U. S. News and World Report*, *The New Yorker*, SPORTS ILLUSTRATED.



When America got its first national weekly of sports, advertisers got a new opportunity for sales. For many, SPORTS ILLUSTRATED has already become "the national magazine we've been waiting for." It is moderate in price. It has a selected audience. It has the vitality of a weekly.

Moreover, in an economy of abundance, pleasure is an increasingly important factor in making sales and profits. And not until now has America had a truly national weekly—whose business is pleasure — 52 times a year.

1. J. D. Gunther, V-P, Air Reduction Co., Inc., New York 2. Miss J. A., Salem, Mass.
3. Chester L. Kingsbury, 189 Court Street, Keene, N. H. 4. Charles Harris, Pres., Zero King Sportswear
5. John Brunelle, Buyer Women's Sportswear 6. Marjorie Reich, Fashion Director, Halle Bros., Cleveland 7. Edward J. Wotzak, Champaign, Illinois
8. Bob Feller 9. Harry Doniger, Pres., MacGregor Sportswear.

SPORTS ILLUSTRATED

William W. Holman, Advertising Director, 9 Rockefeller Plaza,
New York 20, New York

MISCELLANY

HAMMERMILL BOND

1. Looks better
2. Types better
3. Prints better

No wonder more business today
is done on Hammermill Bond
than on any other office paper

Look through your mail tomorrow morning. See how many letters carry the "Hammermill Bond" watermark! For leading businessmen prefer it today — as they have for 42 years. They like its brilliant blue-white look, its crisp, substantial feel. They know letters typed on Hammermill Bond are neater, easier to read. Erasures are barely discernible. They've found printing is sharper, clearer, and economical to produce.

No wonder Hammermill Bond adds favorable attention value to any letterhead or printed business form! Why not try it — and see for yourself?



You can obtain business printing on Hammermill Bond wherever you see the Guild shield on a printer's window. Hammermill Paper Company, Erie, Pennsylvania.

AWARDED
VAN BUREN'S PRIZE
FOR BUSINESS PRINTING

Bellone PRINTING AND PUBLISHING COMPANY

HAMMERMILL
BOND

FOR OVER 40 YEARS...

AMERICA'S MOST USED BOND PAPER

UNITED STATES FIDELITY AND GUARANTY
BALTIMORE 3, MARYLAND

You Go to My Head. In Louisville, fined \$100 for drunken driving, Albert B. Rhodes denied that he had touched a drop, explained that "my wife had been drinking at a dance we attended, and I kissed her a couple of times."

Root of All Evil. In Omaha, Mrs. John Schrank faced the fact that she is allergic to U.S. paper money.

Pay Station. In Cincinnati, Drew Tidwell, 59, suing Irma Tidwell for divorce, charged that she made him pay 10¢ every time he made a call from their home telephone.

Calorie Count. In Los Angeles, 240-lb. Stanley Kaitz admitted committing ten burglaries—but insisted that when he broke into the office of Dr. Phillip Koppel, he was merely looking for reducing pills.

Careerist. In Springfield, Ill., George M. Bradley admitted cashing a bad check to pay a lawyer defending him against a charge of passing bad checks.

Empathy. In North Hollywood, Liquor Store Owner Sidney Raivid reported to police that when he asked a holdup man to be lenient because he was just starting in business, the bandit replied, "I'm just starting in business too," took \$141.

No Way Out. In Riverside, Calif., arrested for robbing a Texas bank, Herbert Fox explained: "I was hoping someone would shoot me dead after I walked into that bank, but nobody did. So there was nothing left to do but rob it."

Manners & Morals. In Cambridge, Mass., thieves stole \$2,500 from the Moll Motors Co., before leaving spelled out "THANKS" in coins on a desk top.

Immovable Object. In Santa Monica, Calif., Store Picket Albert H. Yalowitz, 49, was jailed on charges of slugging Customer Michael Adams, 15, despite his plea that Adams "ran into my fist."

In His Fashion. In Montgomery, Ala., Judge Eugene Carter granted a divorce to a woman who charged that her husband was unfaithful to her on their wedding night.

A Word from Our Sponsor. In Miami, suing Charles Butler for divorce, Dolores Butler charged that he listened incessantly to the radio, "required absolute silence of me and would allow me to speak only during commercials and station breaks."

Hi Ho Silver. In New Haven, Mrs. Ruby Mae McRae, charging that she was kicked by flying hoofs and caught in a "veritable stampede of horses," brought a \$5,000 suit against the owners of Savin Rock amusement park's merry-go-round.

DEWAR'S
"White Label"
and Victoria Vat
SCOTCH WHISKIES

Famed are the clans of Scotland . . .
their colorful tartans worn in glory
through the centuries. Famous, too,
is Dewar's White Label and
Victoria Vat, forever and always
a wee bit o' Scotland
in a bottle!



Dewar's never varies!

Both 86.8 Proof Blended Scotch Whisky © Schenley Import Corp., N.Y.



People feel like this in a Manhattan Royalty Flannel

THERE'S only one trouble with buying this wonderful sport shirt. She will want a Lady Manhattan Royalty Flannel just like it—even though it is one of the most masculine shirts ever made. So let her have one if that's the only way you can enjoy something that feels so special, fits so well, and looks so good. Best of all, this shirt can be

washed in soap and water, and actually seems to improve with age. For Christmas we suggest you make Royalty Flannel a family affair. His Royalty Flannel as shown, \$11.95. In solid colors, \$10.95. Her Lady Manhattan shirt, \$11.95. The Manhattan Shirt Co., 444 Madison Avenue, New York, N. Y.

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